

CURRY 6 POP-UP

UNDER ARMOUR

OBJECTIVE

We partnered with UA to help launch the Curry 6 pop-up shop in Oakland, CA.

The space paid homage to Steph's story and raised brand awareness surrounding the Curry 6 sneaker drops over the course of the NBA season, with new color-ways dropping from January-June.

With each drop, the space was transformed to tie-back to that individual sneaker. Customers could purchase Curry 6 apparel/footwear and enjoy popcorn, video games and personal memorabilia direct from Steph's living room.

SERVICES

- CONCEPT + IDEATION
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION + EVENT OVERSIGHT

