

EASTONS POP-UP

VS BEAUTY

OBJECTIVE

VS beauty asked us to build a freestanding modular pop-up shop that could be repurposed and rebranded for multiple events and locations.

A primary focus of the structure was product display and storage, so we designed the booth to include a total of six shelving units, three table top displays with modular shelving units, and lockable storage to secure product overnight. The pop-up shop was complete with two faux neon signs to elevate the overall aesthetic.

SERVICES

- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION

