

FRANKIES BIKINIS NYC EVENT

VICTORIA'S SECRET

OBJECTIVE

To celebrate the Diffusion Collection launch of Frankies Bikinis with Victoria's Secret, SEG was charged with creating an event for influencers, VIP's and consumers alike at VS's flagship store in NYC.

In one month, we curated a variety of experiences to celebrate this launch including custom temporary tattoos, a photo booth, catering with branded packaging, a cocktail bar and DJ. This successful event drove traffic to the store and boosted social media engagement with the brand.

SERVICES

- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSITE
- CUSTOMIZATION

