

MALBON POP-UP

FABLETICS

OBJECTIVE

With a goal to fuse fashion, function, and sport, Fabletics teamed up with Stephen and Erica Malbon to create a limited-edition collection. Fabletics teamed up with SEG to produce a curated pop-up experience on the iconic Abbot Kinney Blvd in Venice, CA.

The weekend kicked off with an exclusive VIP event attended by influencers and athletes. Guests enjoyed a premium shopping experience, custom cocktails, catered bites, and unique giveaways – including embroidered scorecards paired with Fabletics giftcards. Interactive golf-themed elements included a mini putting green, golf simulator, branded golf carts, and multiple photo-worthy moments designed to encourage social sharing and content creation.

By combining Malbon's cultural credibility with Fabletics' reach, SEG didn't just help launch a collection – they helped build a moment.

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSITE
- CUSTOMIZATION
- GWP'S / GIVEAWAYS

