

NEIMAN MARCUS POP-UP

BOUCHERON

OBJECTIVE

Boucheron launched their first ever Neiman Marcus pop-up shop in North America. SEG created a pop-up experience in West Hollywood that combined the elegance of Boucheron with beautiful, natural greenery to bring their featured jewelry collection to life.

SEG created a unique pop-up space by creating a custom-made gold birdcage jewelry display, as well custom made 10' garden trellis panels covered in ivy, and beautiful Kentia Palms.

In addition to the custom displays, SEG produced a custom cut emerald shaped rug, as well as several custom logos to represent the prestigious brand.

SERVICES

- PRODUCTION DESIGN
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION

