

TURNKEY POP-UP SHOPS

'47 BRAND

OBJECTIVE

SEG helped '47 Brand show up in a big way at multiple sporting moments in early 2024!

From NHL All Star in Toronto, to the Super Bowl in Las Vegas, SEG worked to bring the '47 Brand shops to life in the "Official Fan Experience Zones."

SEG designed, engineered and built a modular kit of parts, consisting of headwear walls, floor fixtures and marketing elements to help the brand show up consistently at various consumer events in an elevated way. For each event, we customize the set up based on floor space and product needs, we handle show logistics, and assist in merchandising and staffing when needed!

SEG makes activating turn key and cost efficient for '47 Brand at a moment's notice!

SERVICES

- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION



SEG3887 & SEG3958

