

CANADA BRAND HOUSE OPENING EVENT

UNDER ARMOUR

OBJECTIVE

To celebrate the opening of their first Canada Brand House location, we partnered with Under Armour to offer three days of programming.

We put on an influencer event that included catering and bar with a specialized menu, music, and customization.

For two days we offered customization for consumers, complete with heat press, counter, DJ, and limited-edition graphics.

SERVICES

- IDEATION
- PRODUCTION DESIGN
- GRAPHIC DESIGN
- EVENT PLANNING
- EVENT COORDINATION + OVERSIGHT
- CUSTOMIZATION

