

CUSTOM TO-GO

CONVERSE

OBJECTIVE

To highlight Converse's customization capabilities at one of their retail partners, we put on a one-day event at Sport Chek in Toronto, Canada.

We conceptualized and built a kit that Converse could activate at other retail partners around the globe, which includes a heat press, custom table with acrylic topper, shelves, SEG graphic, and wayfinding signage. We made the footprint small, so it could fit in any retail space.

The acrylic topper displayed patches and laces that consumers could choose from to customize their chucks. Tote bags were given with purchase, that consumers could also customize. We staffed the event and produced custom patches that were city-specific to the event location.

SERVICES

- CONCEPT DESIGN
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION
- EVENT OVERSIGHT
- CUSTOMIZATION
- STAFFING

