

LOVE FEARLESSLY

CONVERSE

OBJECTIVE

At Converse Soho, we brought the Love Fearlessly campaign to life by introducing new embroidery offerings for Chuck 70s.

CUSTOMIZATION

Sourced, installed, and trained the store team on an 18-needle embroidery machine.

Concepted, designed, and produced all offerings in the SIS, including embroidery designs, heat transfers, patches, laces, and foil stamp offerings.

DISPLAYS

Wrote and produced tabletop messaging, communicating complex customization processes in a clear, consumer-friendly way.

Produced risers to showcase in-line product that can be repurposed for future initiatives.

SERVICES

- IDEATION
- GRAPHIC DESIGN
- CUSTOMIZATION
- PRODUCTION
- INSTALLATION
- STAFF TRAINING

