

MAKE IT YOURS

UNDER ARMOUR

OBJECTIVE

SEG partnered with Under Armour to bring to life a customization experience for consumers near and far.

Debuting at the Chicago Brandhouse and traveling to new store openings, SEG managed everything from the design of the space to production + execution.

Consumers enjoy free embroidery with the purchase of product, elevating their in-store experience + sending them away with personalized gear, suitable for the golf course or the office!

SERVICES

- IDEATION + CONCEPT DESIGN
- PRODUCTION
- CUSTOMIZATION
- INSTALLATION + OVERSITE
- STAFFING + EVENT MANAGEMENT

