

DICK'S SPORTING GOODS COLLAB SPACE

NEW BALANCE

OBJECTIVE

New Balance was given the opportunity to be featured in the Dick's Sporting Goods House of Sport collab space. In an effort to maximize this coveted opportunity, New Balance asked SEG to design an unexpected moment to engage consumers in a new and different way. The result? A New Balance "chandelier".

After a meticulous engineering process was complete, 42,000+ red tipped shoe laces were strung across 13 total chandeliers. Each of these show stopping chandeliers delivered to top tier Dick's Sporting Goods doors; quickly creating the unexpected moment the New Balance Brand was pushing to achieve.

SERVICES

- CREATIVE DESIGN
- GRAPHIC DESIGN
- PRODUCTION DESIGN
- PRODUCTION

