

GIFTS THAT WORK HARDER

UNDER ARMOUR

OBJECTIVE

We partnered with Under Armour's to design and fabricate a tiered retail brand presentation for their holiday brand campaign, "Gifts That Work Harder."

The tiered floor sets were rolled out to seven of their Brand House locations and included gold metal framed entry fixtures with laser-etched acrylic panels, vinyl-wrapped lit mannequin stands, and floor graphics.

Simplified versions included a single frame construction with a mounted acrylic backer, mannequin stands, and floor vinyl. We also placed in-zone graphics and implemented mirror vinyl applications in all doors.

SERVICES

- IDEATION
- CONCEPT DESIGN
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION

