

UNITY OF SPORT

NEW BALANCE

OBJECTIVE

New Balance enlisted SEG's help when they were given the opportunity to take over the "Fashion Show Pad" at DSG for the first time ever!

The ask – solidify NB's brand position of "life at the intersection of sports and culture" and make the space uniquely beautiful. We took inspiration from the photography and color pallet to showcase the cross sport, seasonal collection that included tennis, lacrosse, basketball, soccer, running and softball product.

The challenge – utilize only DSG fixtures.

The result – a beautiful space that felt feminine, on brand and on point!

SERVICES

- CREATIVE DESIGN
- GRAPHIC DESIGN
- PRODUCTION DESIGN

