

NIMBUS 22

ASICS

OBJECTIVE

To celebrate the 22nd year of ASICS' Nimbus shoe, we built a floorset at their Fifth avenue flagship store that highlighted the running shoe's cloud-like feel.

We conceptualized and produced a lounge area on the main floor, elevator wrap, 5'x11' LED platform on the entrance landing, and 3D elements throughout.

Window displays facing 47th street and Fifth avenue featured light boxes and seamless window vinyl application, creating an illusion of running on clouds.

SERVICES

- IDEATION
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION + OVERSIGHT

