

ORLANDO NEW STORE OPENING

UNDER ARMOUR

OBJECTIVE

SEG partners with Under Armour to design, engineer, produce and install a variety of Marketing and Fixture elements for New Store Openings.

NSO's are typically complex, fast-moving, and require significant cross-functional collaboration internally by our UA Brand partners. To best serve and by request from our clients, SEG has integrated into the internal UA NSO process; attending cross-functional meetings, facilitating problem-solving sessions, and leading the overall workback schedule to ensure the NSO installs on time and budget.

To ensure flawless execution, SEG leads the installation process and is onsite to monitor, direct and guide each step of the install process, essentially selling sleep to our UA clients.

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION

