

RUN HUB REBEL v5

NEW BALANCE

OBJECTIVE

New Balance, known for its innovation and trend-setting footwear, approached SEG with a clear vision: elevate the Run Hub windows to better reflect the premium nature of their upcoming campaign launch. What started as a request to redefine their window presentation evolved into a broader in-store refresh of their out-dated storage table.

The result: a sleek and modern update to both the windows and table – reinforcing the power of cohesive visual storytelling across all customer touchpoints.

SERVICES

- CREATIVE DESIGN
- GRAPHIC DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION

