

Sutro Displays Windows and Decompression Zone

OAKLEY

OBJECTIVE

Oakley brought us their creative designs and we worked to bring them to life to highlight their Sutro sunglasses campaign. The first part of the project focused on the store windows where we created three dimension hanging light box collages that displayed the physical glasses and highlighted the campaign in a larger than life way.

The secondary part of the project focused on the in-store customization that customers can take part in. SEG help create a hanging displays that not only showcased all of the customizable aspects of the glasses but could also but interacted with by store employees and customers. Lighting was a major component to this project all this fixture were lit in some manner to bring a vibrance to the the displays and to call attention to the product.

SERVICES

- DESIGN
- PRODUCTION
- INSTALLATION
- EXECUTION

