

Foot Locker

ALL WOMEN WELCOME

09.14.2019



ACTIVATION MARKETS

New York City
Philadelphia
Los Angeles



OVERVIEW



InHouse produced a consumer experience to celebrate Foot Locker's All Women Welcome event. This event took place at Footlocker's newest store in Washington Heights, New York City. Additional market activations included Philadelphia and Los Angeles.

The retail space was turned into an intimate affair focused on a panel discussion led by Lala Anthony and hosted by Dascha Polanco. Custom staging, lounge furniture, and interactive stations were designed for the event. The windows of the Washington Heights store were customized and used as the background for the keynote speakers that created an exclusive look in the store.

Sound and music throughout the event was controlled by female DJ's – DJ Saige & DJ Steph Cakes.

It was surely an event that consumers will remember.





Foot Locker
All Women Welcome

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IN

STAGING & FURNITURE FOR LIVE PANEL DISCUSSION





FOOT LOCKER ALL WOMEN WELCOME - 09.14.2019

INTERACTIVE BRANDED STATIONS

1. Leave a Note, Take a Note Consumer Experience Station

An exclusive branded chalkboard was designed and brought to the Footlocker store to make it a fun experience for consumers. The chalkboard was customized with large format printing to include Foot Locker All Women branding. Consumers had the opportunity to hand write and share impactful messages. The station was inclusive of a Brand Ambassador to assist consumers and a dedicated branded station with an instruction display and all necessary art supplies.

2. DJ Music Station

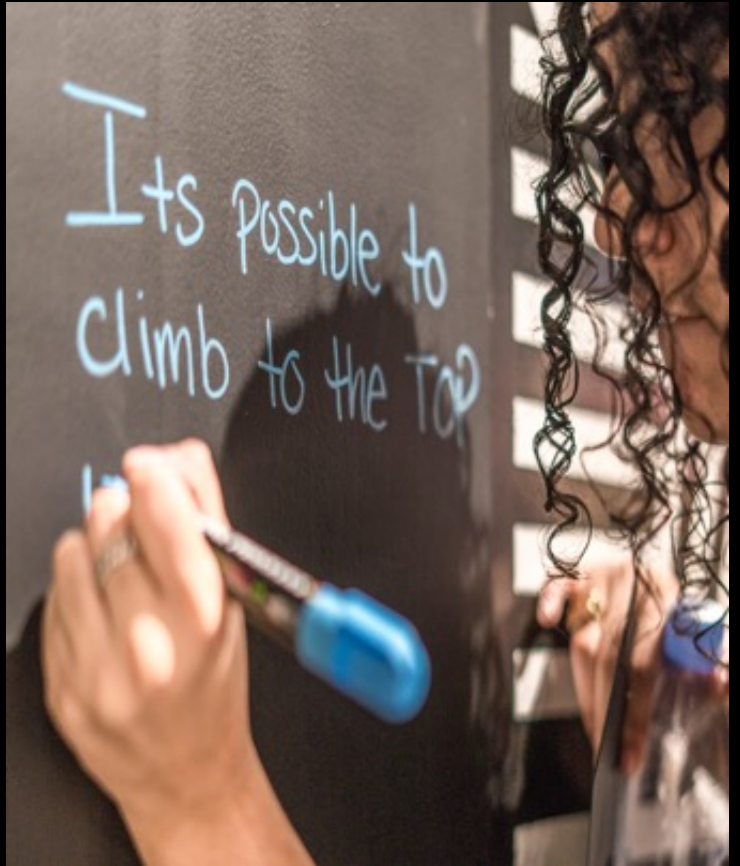
Local female deejays managed the sound for the live panel discussion and played music throughout the All Women Welcome event. A custom DJ booth was designed, built, and installed with the Footlocker All Women Welcome branding. The DJ booth also included a main sound system.

3. Food & Beverage Station

Inclusive of a Brand Ambassador at the station helping to serve café con leche, mini empanadas, and boxed waters for non coffee drinkers



LEAVE A NOTE, TAKE A NOTE CONSUMER EXPERIENCE



Foot Locker

All Women Welcome

BECAUSE SNEAKERS.

tone
your vision
with it

Women
- Allthat.jas -

when
stop
trying

airline always better
oca

shine with
your girls
by your side!

Ecto
EMARIANORA.NYC

women
- Rock -

The possibilities
are endless
Beauty Marked
illyx

LOVE YOURSELF
FIRST

-Lara Anthony

Keep
growing
girls

DIVERSITY
MATTERS!
@slaymedia_11c
+ JPam

EACH TIME A
WOMAN STANDS UP
FOR HERSELF
SHE STANDS UP FOR

women
in ALL places
where decisions are
Made...
It shouldn't be
that we are the
Exception - PR

Healthy is
beautiful!

You can
do anything
you want in
life!

It's possible
to climb to

WHO RUN THE
WORLD?
GIRLS & - Girls

Sometimes the
is a woman.

POWER OF THE
P

Sexy is
State

@Incorp[HER]ated

DJ MUSIC STATION





FOOD & BEVERAGE STATION





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