



HOME GROWN

FOOT LOCKER x FAMOUS NOBODYS

In-store launch activation

I love
NOBODYS

5.13.22



OVERVIEW



Foot Locker curated an in store activation at Foot Locker Washington Heights in celebration of the new Famous Nobodys Home Grown collection.

Activation elements included in store DJs all day, meals catered by a local food truck, branded non alcoholic "nutcrackers", a heat press station for customizable tote bags, as well as a Famous Nobodys branded Photo Moment for all guests.

All creative & design was executed by InHouse.



5.13.22



Chris G
@chrisgnyc_
5,788 Followers



Manny Mills
@djmannymills
11k Followers



Dana Lu
@danalu
5,373 Followers



Steph Cakes
@djstephcakes
48.9k Followers

DJ LINE UP

5.13.22



FREE MEAL VOUCHER

REDEEM THIS VOUCHER AT THE CHOP SHOP FOOD TRUCK
MENU OPTIONS LISTED AT SERVICE WINDOW

****MUST PRESENT THIS VOUCHER****

****OFFER VALID ONLY AT THE FOOT LOCKER STORE
605 WEST 181ST ST. NY, NY**

**ON 05/13/2022 FROM 3PM-5PM EST.
OFFER NOT VALID IN ANY OTHER FOOT LOCKER STORES.****

****REDEEM VOUCHER BY FOLLOWING
@FOOTLOCKERNYC & @FOOTLOCKERWASHHTS
FIRST COME FIRST SERVED WHILE SUPPLIES LAST****

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HOME CROWN NEW YORK

FAMOUS NOBODY'S

CHOP SHOP NYC

MENU OPTIONS

-OPTION 1-
NOBODY'S QUESADILLA
CHOICE OF CHICKEN, STEAK OR SAUTEED PEPPERS
WITH WHITE TORTILLA & CHEESE

-OPTION 2-
THE STATEMENT BOWL
GRILLED CHICKEN, SAUTEED BLACK BEANS,
CILANTRO RICE & SALAD

-OPTION 3-
FAMOUS RICE BOWL
SAUTEED PEPPERS & BLACK BEANS,
CILANTRO RICE & SALAD

-OPTION 4-
LOVE NOBODY RICE BOWL
STEAK, SAUTEED PEPPERS & BLACK BEANS,
CILANTRO RICE & SALAD

CHOICE OF (1) MENU OPTION ABOVE (MUST SUBMIT VOUCHER IN ORDER TO REDEEM)
LIMIT (1) MEAL PER VOUCHER
MENU OPTIONS ONLY AVAILABLE ON 5/13/22 BETWEEN 3PM-5PM (WHILE SUPPLIES LAST)

FOOD TRUCK

- featuring Famous Nobody branded menu items

5.13.22



5.13.22



PHOTO MOMENT



5.13.22



Foot Locker

HOME GROWN
NEW YORK

FAMOUS NOBODY\$

NOBODY\$ "NUTCRACKER" MOCKTAIL

FRESH WATERMELON JUICE, FRESH PINEAPPLE JUICE,
MANGO SYRUP, LEMON JUICE

NUTCRACKER MOCKTAILS



5.13.22



HEAT PRESS STATION



5.13.22



FAMOUS

NOBODY\$



5.13.22





HOW TO GET IN TOUCH

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www.inhouse.design

CONTACT INFORMATION