



new balance

990 v5 Launch

04.06.2019

PHILADELPHIA



# OVERVIEW



InHouse designed and produced a consumer experience to celebrate the launch of the New Balance 990 v5. This event took place at Footlocker's Cedar Brook store in the Philly market.

Custom built interactive stations gave consumers the opportunity to personally customize a pair of 990's by local homegrown artist, Myles Nicholls (aka Malo 97). Consumers also personalized t-shirts through our exclusive Interactive Print Experience.

A curated soundtrack was heard throughout the event by Philly's favorite DJ Hvnlee. The music, art, and fashion collectively created a memorable consumer experience in a market thriving with local talent.

Additional activation markets included Los Angeles, Houston, Atlanta, and New York City with similar programs at retail partner locations including Villa 3121, Jimmy Jazz, and Shoe Palace.

All design and production was managed by InHouse.





Step into first class.



990

Foot Locker  
made

990

Foot Locker  
made



# INTERACTIVE BRANDED STATIONS

## 1. Sneaker Customization Experience Station

inclusive of 2 display pedestals, paint markers, backup mediums, sneaker artist and assistant, and premium signage along with 990 v5 sneakers provided by New Balance

## 2. Interactive Print Experience T-shirt Station

inclusive of a real time print gun and premium signage along with t-shirts provided by New Balance

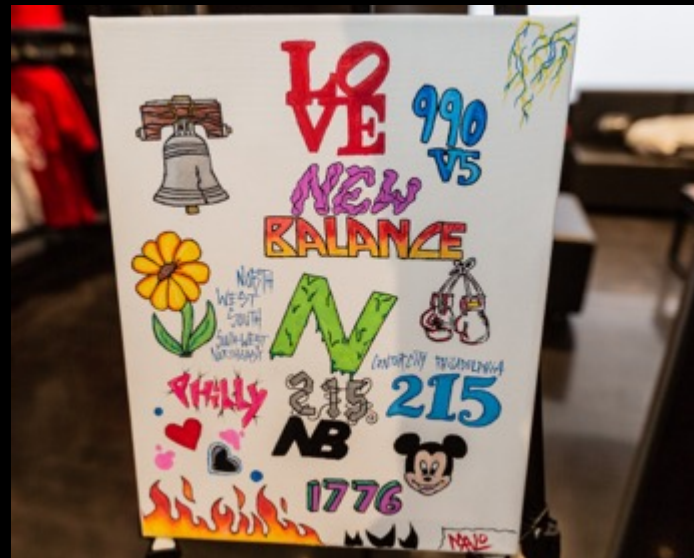
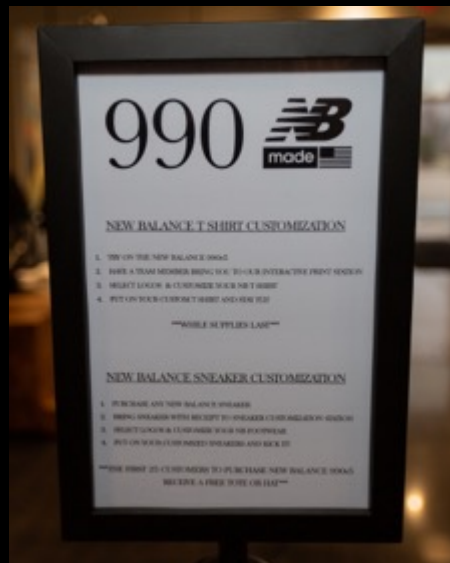
## 3. DJ Music Station

inclusive of a custom branded DJ booth with a live DJ



# PREMIUM SIGNAGE

Located at the Sneaker Customization Experience and Interactive Print Experience T-shirt Stations displaying the flow and all bespoke options to consumers



# SNEAKER CUSTOMIZATION EXPERIENCE





# INTERACTIVE PRINT EXPERIENCE T-SHIRT





# LIVE DJ





# CONTACT US

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