



Opening the Doors In Style for
a Flagship Store in Hong Kong

HARVEY
NICHOLS



Spectacular Opening Event for One of the World's Leading Luxury Retailers

Renowned retail group Harvey Nichols sought Base Creative's assistance to design and manage a sensational grand opening event for its Hong Kong flagship store in Pacific Place.

Business Strategy

Brand Strategy

Grand Opening Strategy

Design and Touchpoints

PR Event Management
Invitation Card Design
Live Performance
Press Release
Venue Decoration
Videoshooting

Digital & Social Media

Harvey Nichols Grand Opening Event and Promotions

Thrilling Fashion Exhibition and Party to Celebrate Flagship Store Opening



Base Creative designed and managed every aspect of this dramatic event – attended by more than 300 VIP guests – from striking invitations to the dazzling venue decorations. We created a brand video and 3D projection wall, as well as several surreal fashion exhibitions throughout the mall for guests to interact with.

Scope of Work **Business Strategy**

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