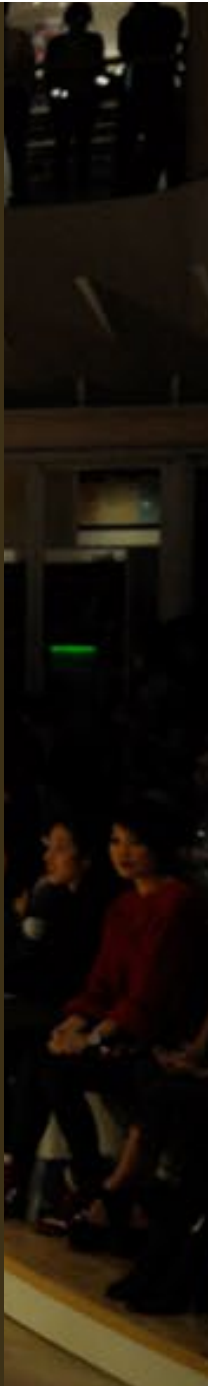




2013 Summer Fashion Show
for a Prominent Shopping Mall



PACIFIC
PLACE



Highlighting the Season's Fashion Offerings from Top Brands

Premier shopping mall Pacific Place needed a creative and visually arresting customer-facing campaign in order to draw customers to the mall's array of top fashion brands.

Business Strategy

Brand Strategy

Design and Touchpoints

- Venue Decoration
- Props Design
- Lighting Design
- Showcase Design
- Model Casting
- Press Release

Digital & Social Media

Pacific Place Summer Fashion Show 2013

Showcasing the Mall's Leading Fashion Brands



Base Creative helped Pacific Place to create a fashion show for the season's latest styles under the theme "My Gallery My Place".

Scope of Work

Business Strategy

Brand Strategy

Design and Touchpoints

Venue Decoration
Props Design
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Press Release

Digital & Social Media

Pacific Place Summer Fashion Show 2013

Showcasing the Mall's Leading Fashion Brands



We designed and managed a series of innovative presentations, exhibitions and runway shows which showcased some of the newest looks from the world's most coveted brands, including Harvey Nichols, Paule Ka and La Perla.

Scope of Work **Business Strategy**

Brand Strategy

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