



L FOR LACOSTE

CASE STUDY

The Client

During the summer of 2017, b2 were contracted by brand experience agency MKTG, to work with them on a brand activation for global sports and fashion giant, Lacoste.

The Event

Working with MKTG's venue team, Lacoste identified London's Westfield White City centre as the perfect location for their multi-faceted event. The event was to showcase Lacoste's tennis heritage, to launch Novak Djokovic as their new global brand ambassador and to celebrate the opening of their newly renovated Westfield boutique. The 'L for Lacoste' exhibition, which was open from the 7th to 11th June, featured rare and historical pieces from the archives of René Lacoste, such as clothing, tennis racquets and replica trophies.





L FOR LACOSTE

CASE STUDY

What we did...

b2 worked with MKTG to develop the structural and graphic design of the event, producing 3D visuals and animated walkthroughs and technical drawings for each structure, before handing over to our workshop to create each element of the sprawling 800m² exhibit.

Before building the main structure, we laid the huge raised platform floor, which was fitted with bespoke vinyl, some printed with a clay tennis court design. The structure included bespoke concrete effect wall structures, spray finished counters and plinths, bespoke furniture, a large Lacoste logo crocodile model and a 5m high screen structure where shoppers could stop and watch the French Open tennis tournament live from Roland-Garros.

With a very short 10 hour overnight build, our large crew had to work to with military precision to ensure the build was not only completed on time but to the high standards the client would expect.

MKTG added a GIF booth and facial recognition technology to provide a deeper measurement of engagement, sentiment and audience demographics.





L FOR LACOSTE

CASE STUDY

Contact

b2 design, manage and deliver a range of live event services, working either directly with end clients or in partnership with agencies. We create bespoke exhibits, product launches, experiential events, pop-up retail events, roadshows, outdoor events and also deliver full exhibitions.

We have an extensive network of worldwide partner companies and have the ability to produce events of any size and stature, on a global level.

If you would like to discuss a specific project, ongoing partnership, or just want to learn more about our business, please contact Jeremy Boyce.

Jeremy Boyce
Co-Owner, b2 Live Events

T: +44 (0)1708 344668

M: + 44 (0)7515 806975

E: jeremy@thisisb2.com

