# DAKINE

#### SHOP-IN-SHOP POP/POS PROGRAM

Dakine collaborated with TCG to design & produce a high quality fixture package for their hats and accessories. TCG worked strategically to understand Dakine's brand and program history in order to develop engaging fixtures with a high degree of functional versatility. Key parameters were executing on a tight schedule and within a defined budget.

The fixture package debuted at the Outdoor Retailer Show and received many kudos from the client.... and their competitors as well!



#### **DAKINE** SHOP-IN-SHOP POP/POS PROGRAM

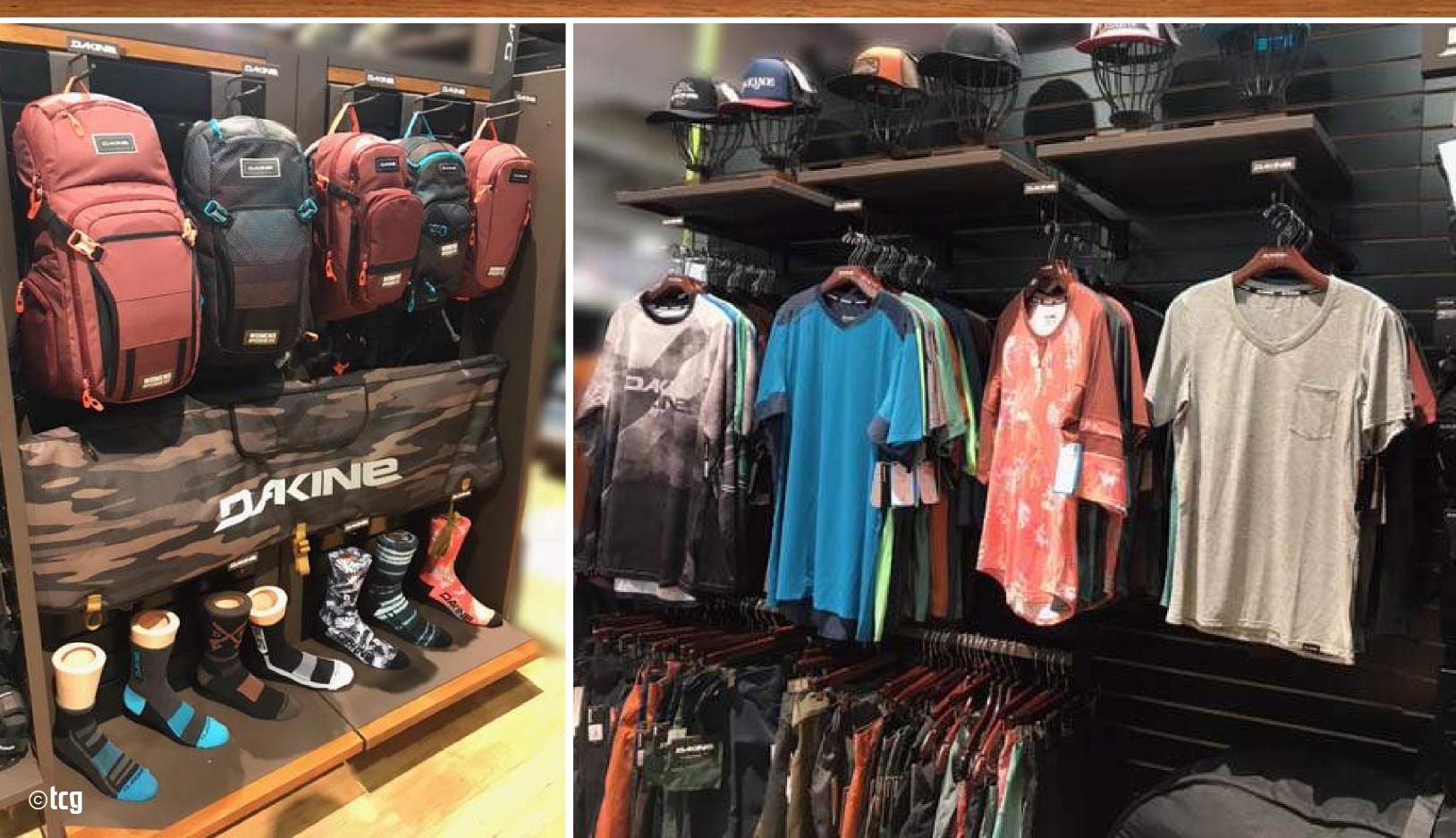






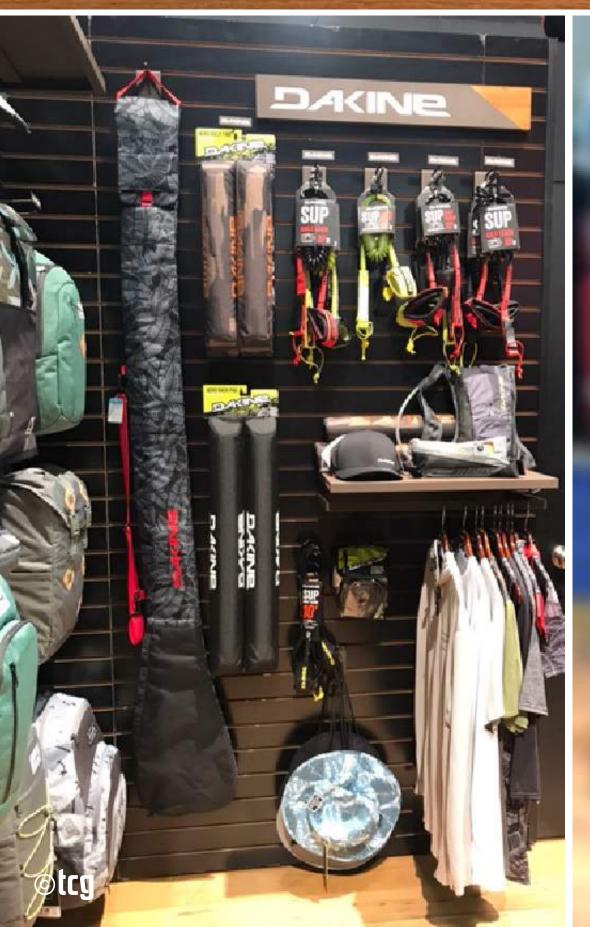
## INTERPRETATION DESIGN DEVELOPMENT EXECUTION

## **DAKINE** SHOP-IN-SHOP POP/POS PROGRAM



#### INTERPRETATION DESIGN DEVELOPMENT CON

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