

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!



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SHOP-IN-SHOP POP/POS PROGRAM

- 1 INTERPRETATION
- 2 DESIGN DEVELOPMENT
- EXECUTION



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INTERPRETATION
DESIGN DEVELOPMENT

3 EXECUTION



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