

# GQ X LACOSTE POP UP STORE

GOOD SENSE & COMPANY  
RFP RESPONSE

# OVERVIEW

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## OBJECTIVE

Design, program and produce a 5-day pop-up store featuring the Lacoste City Golf product through the GQ lens that features fitness & craft programming partners and Lacoste City Golf collection.

## TACTICS TO MEET OBJECTIVE

Elevate the traditional pop-up store experience into a life-style gallery with installations that change over the course of the 5 days, keeping the interest of consumers, influencers and press alike.

Develop a unique look & feel of the pop-up, integrating gallery style displays with distinctive interactive elements that emulate both brands and organically featuring strategic partners.

Utilize cutting edge design married with digital elements to create a shareable & shoppable pop-up experience.

# MOOD BOARD

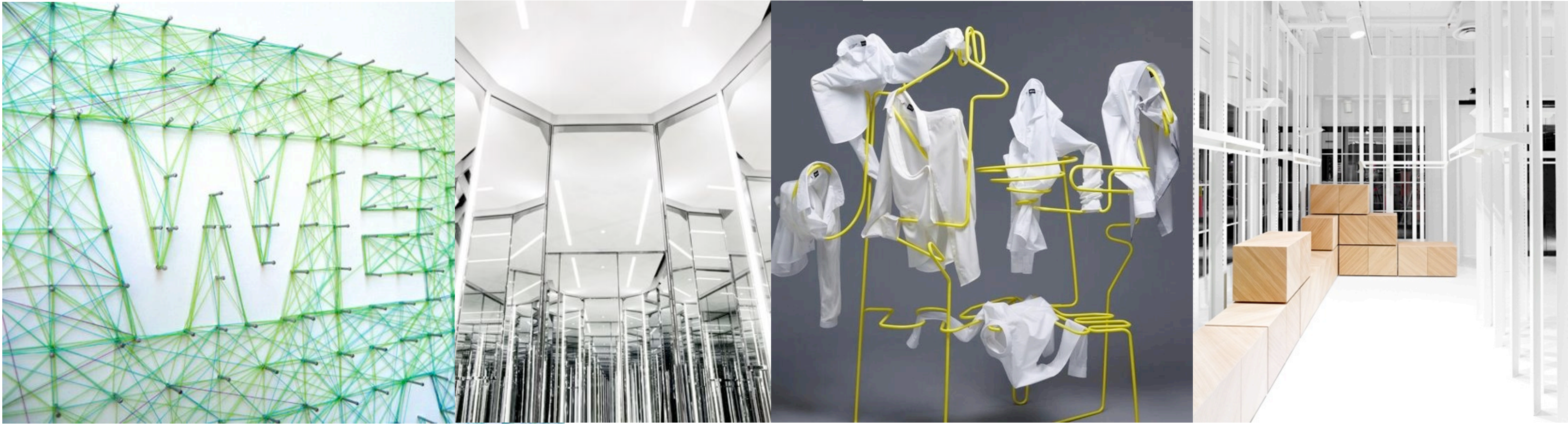
## SHARP & STYLISH

Minimal Gallery Displays  
High-Gloss Whites  
Mirrored Surfaces



## RADICAL CHIC

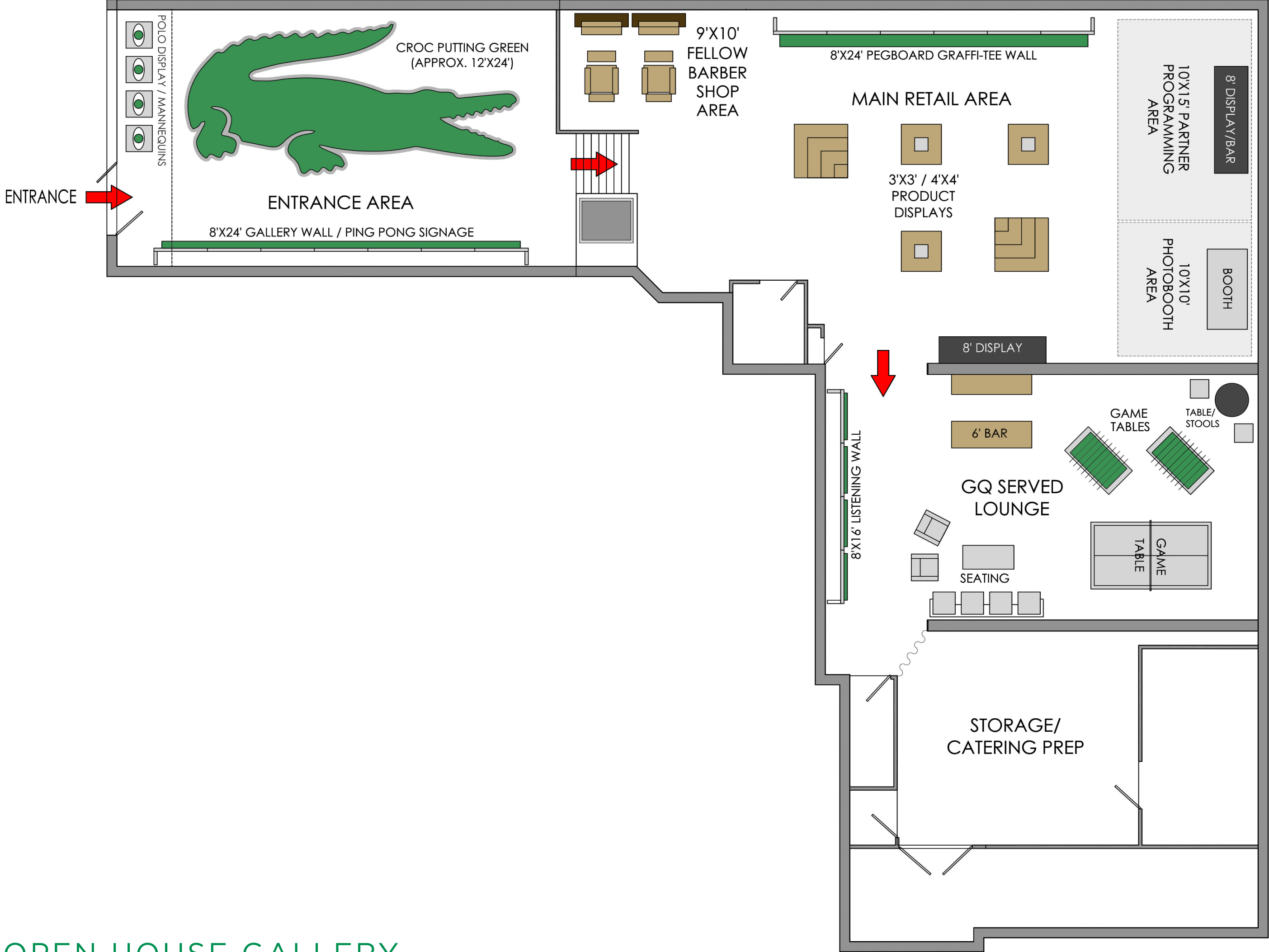
Unexpected Moss Green  
Pops of Neon Green & Navy  
Playful Interactive Art



## DYNAMIC ELEGANCE

Industrial Moments  
Textured & Pin Spot Lighting  
Unique Signage

# CONCEPTUAL LAYOUT

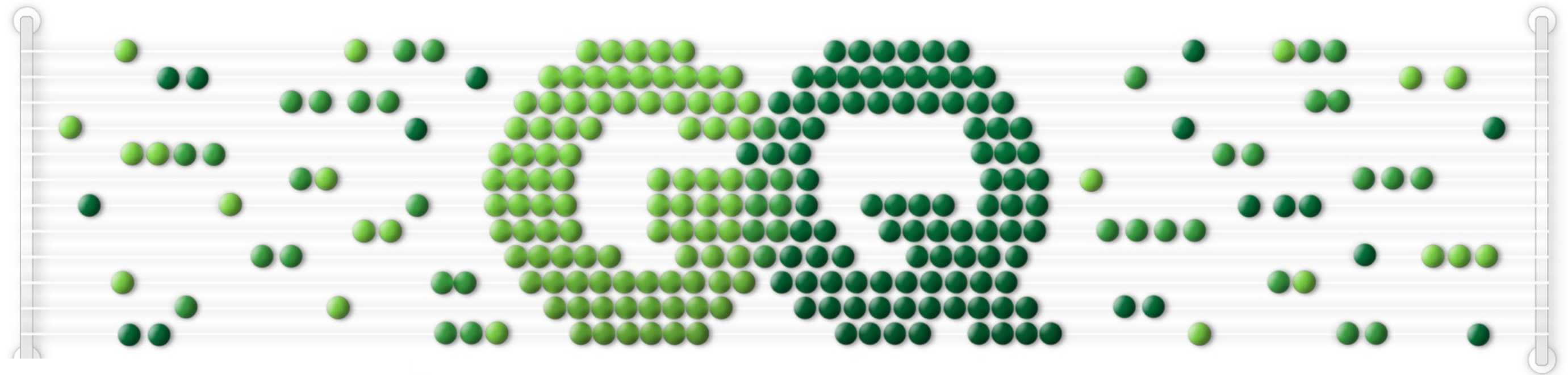


BASED ON OPEN HOUSE GALLERY

# FIRST IMPRESSION

## GQ GOLFBALL ABACUS

An interactive sign made of golf balls recreates the GQ logo. Guests can move the golf balls around allowing the installation to be ever-changing.



## URBAN GOLF WINDOW DISPLAY

White clean golf mannequins are transformed into City Golf Urbanites - stylish, chic and one-of-a-kind ... just like the GQ Man and styled in Lacoste City Golf Polos.



## POLO INSTALLATION

Lacoste polos hang in the window and around the space as an art installation that adds depth and dimension to the space.



## PUTTING GREEN REFLECTION

The large Lacoste Croc putting green peaks interest in passerby's and teases the unique experiences inside the store.

A mirror installation at the back of the putting green transforms it into a living piece of art.



# THROUGH-LINE

Golf inspired elements keep the look & feel consistent throughout the space;

## WALK THE LINE

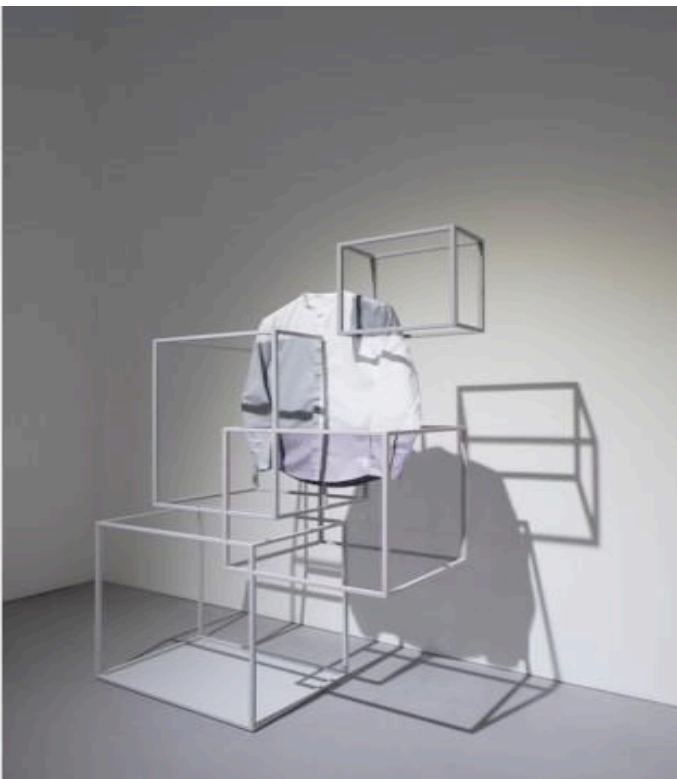
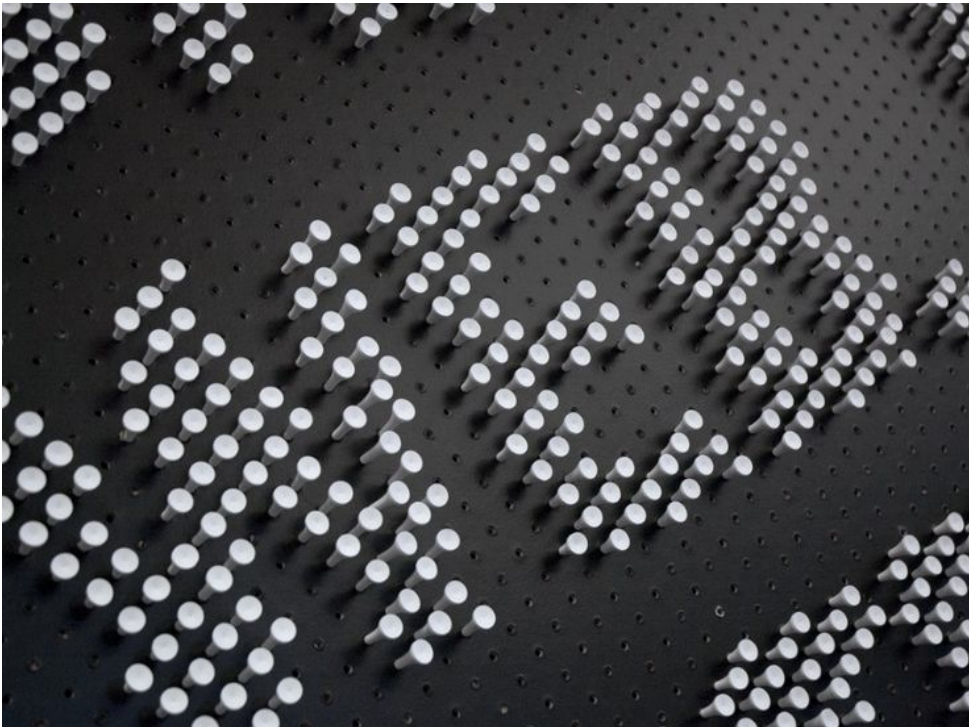
Taking inspiration from playing fields, linear art will run along the floor breaking up the white on white gallery feel and provide paths from installation to installation.

## SIGNAGE TO A TEE

Directional signage made from golf tees creates 3D art out of a non-negotiable element within the space.

## RETAIL

Displayed throughout the space in unexpected ways, the Lacoste City Golf collection will pepper the gallery, providing movement and intrigue. iPads will be next to each display, almost as if the artwork plaque, so that consumers can purchase the item on the new e-commerce site.



# THE PERFECT FIT

## PARTNER PROGRAMMING

A easily customizable & transformable area features mirrored bars and astroturf floors.

A large sign/plasma makes it easy to showcase partner content and logos.

The space in front of the area can be cleared to allow for a larger footprint.

### FITNESS

Fitness will take over the area in the AM

### CRAFT

Craft partner serves-up goodies during the day

### HAPPY HOURS

Alcohol partner mixes-it up in the PM

## BARBER SHOP

A 10' x 10' space features the Fellow Barber Shop pop-up. When not operating, amenities will be provided for programming and/or pre-photo booth touch-ups.



# INTERACTIVE PLAY

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Shareable interactive elements let guests of the gallery leave their mark and spread the word to their network;

## GRAFFI-TEE SELFEE

Using branded golf tees on a living wall to leave a message. Snap a pic, take a selfie and share with the event hashtag to pick up a print on-site.



## PHHHHOTO MOMENT

Snap & share a pic while at the store with a spring in your step and a sparkle in your eye, thanks to a ring light photo booth - a stylishly chic take on the traditional social photo studio.





# GQ LOUNGE

## MINIMAL CHIC DECOR

The GQ Served Up Lounge will feature a minimal aesthetic and clean design, integrating unique gaming tables into the space.

## LISTENING WALL

In partnership with Spring, a rhythm-based music service and exercise tracker, a listening wall showcasing Beats headphones keeps consumers fit providing custom playlists based on their movement type.

Walk, run, tap or swing your way to the perfect playlist for your movement. Share your playlist for a chance to win Beats headphones and never stop moving in style.



# GQ X LACOSTE POP UP STORE

## VENUE OPTIONS

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# OPEN HOUSE

201 Mulberry Street

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## OVERVIEW

All White Pop Up Space  
Located in Soho; High Foot Traffic  
Grand Room and Back Room Available  
16' Ceilings  
Skylights Throughout  
20' Retail Facade with Floor to Ceiling Windows  
Open, Loft Style Feel  
Exposed White Brick

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## CAPACITY

250 people

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## AVAILABILITY

September 27-October 11

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## PRICING

\$25,000 for 7 days  
\$20,000 for 5 days  
\*Plus Venue Hard Costs

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# INDUSTRIA

775 Washington Street

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## OVERVIEW

Studio 10  
Large, studio/gallery feel  
White Walls  
Roll Gate that opens to the Street  
14'6" Ceilings  
Large Skylight  
Professionally Built Cyclorama  
Dressing/Prep Room Included

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## CAPACITY

350-400 people

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## AVAILABILITY

September 27-October 11

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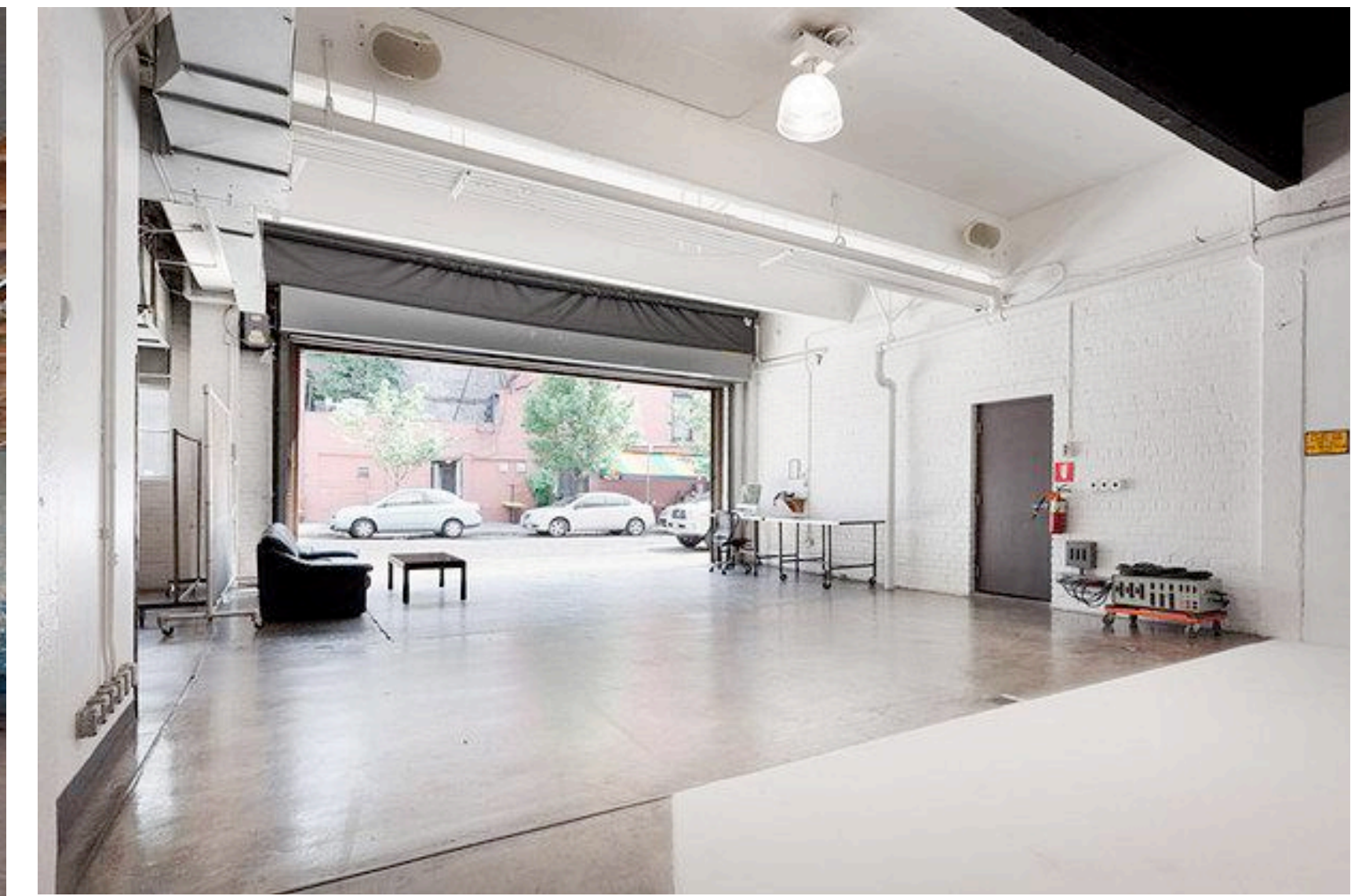
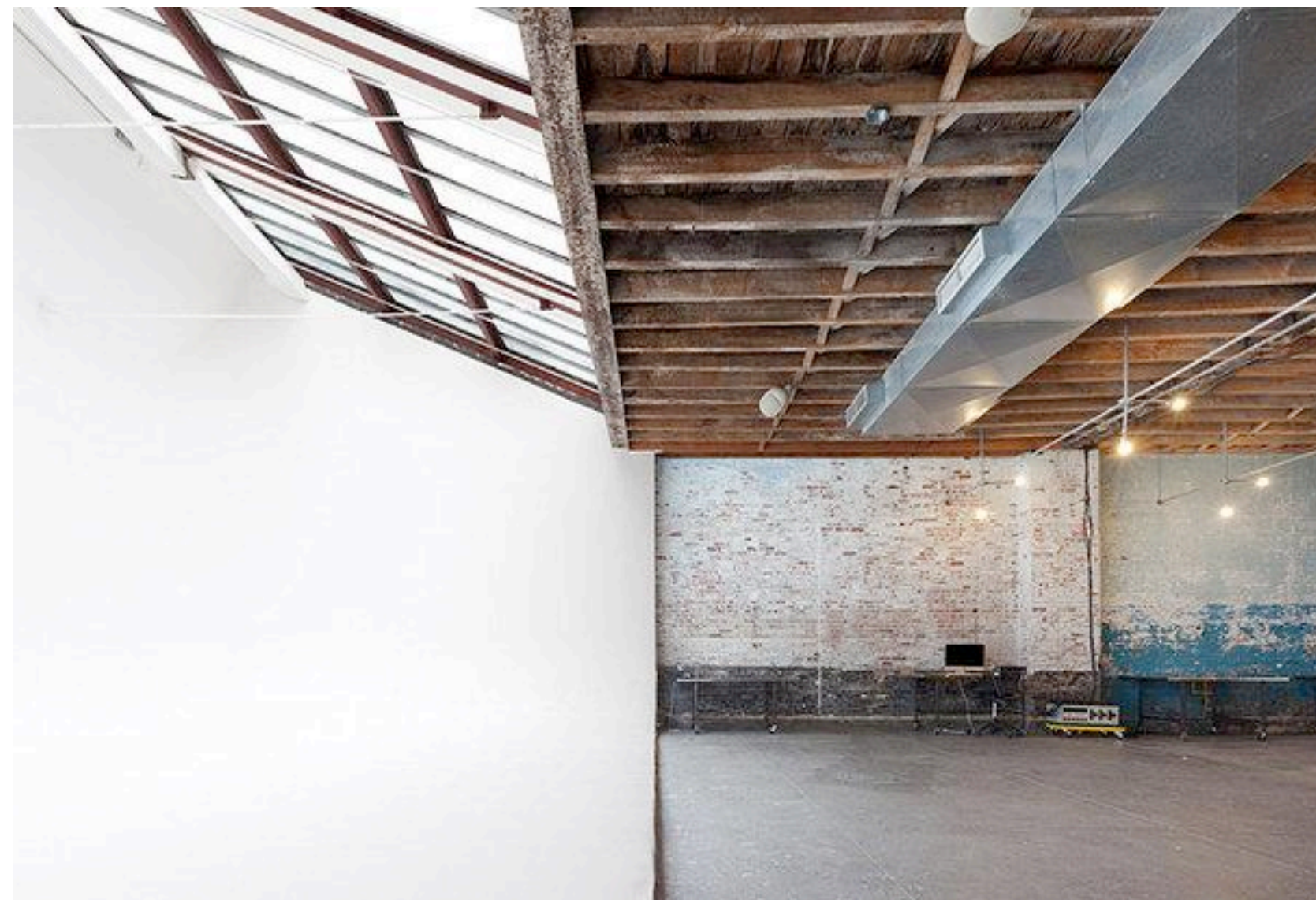
## PRICING

\$70,000 for 7 days

\$50,000 for 5 days

\*Plus Venue Hard Costs

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# HUDSON MERCANTILE

400 West 36th Street

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## OVERVIEW

“The Gallery” on the Ground Floor  
The space has 3 discrete entrances  
White walls  
25' cyclorama  
High ceilings



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## CAPACITY

250-300 (for Ground Floor Only)

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## AVAILABILITY

September 27-October 11

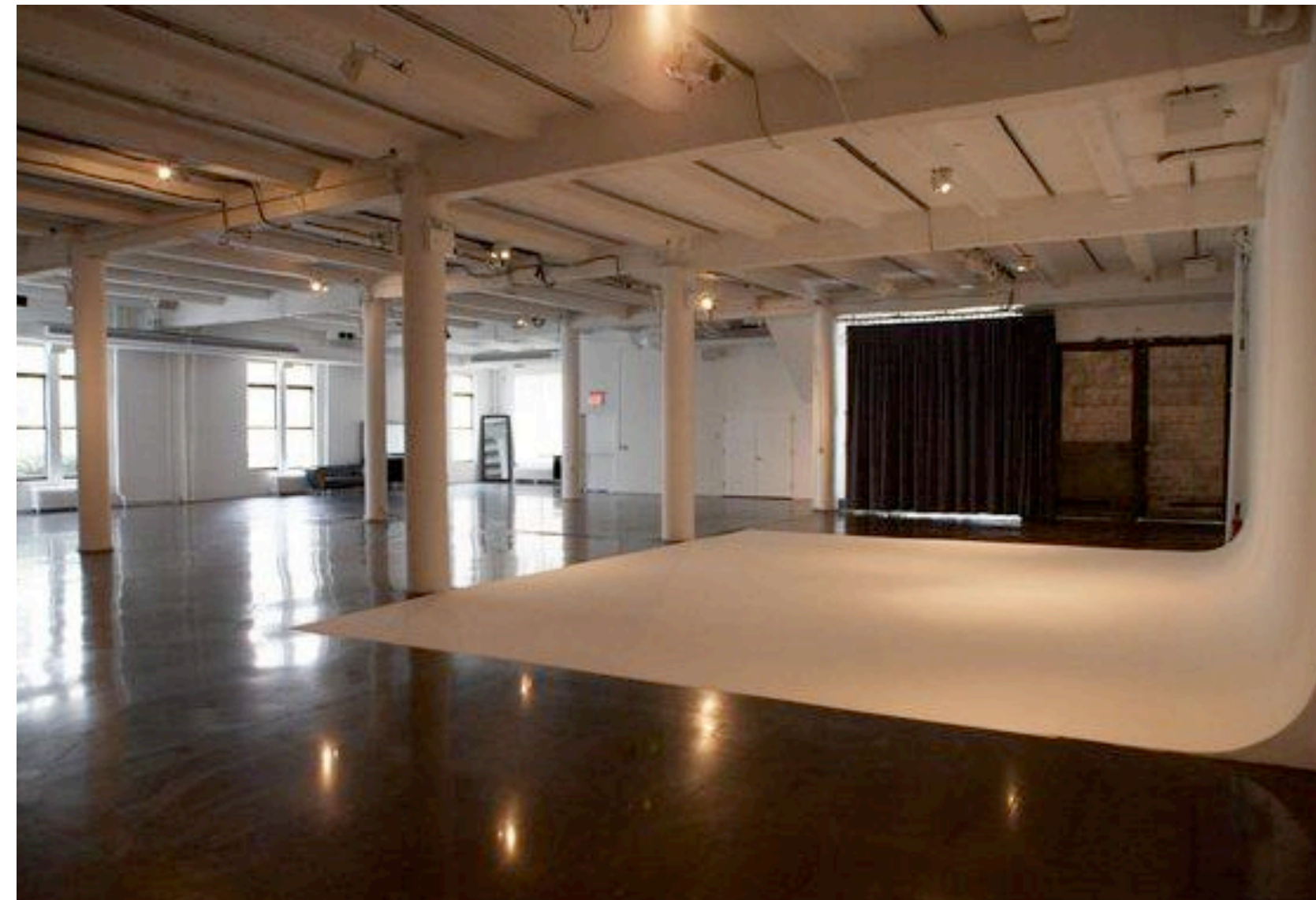
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## PRICING

\$52,000 for 7 days

\$37,500 for 5 days

\*Plus Venue Hard Costs



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# HIGHLINE STAGES

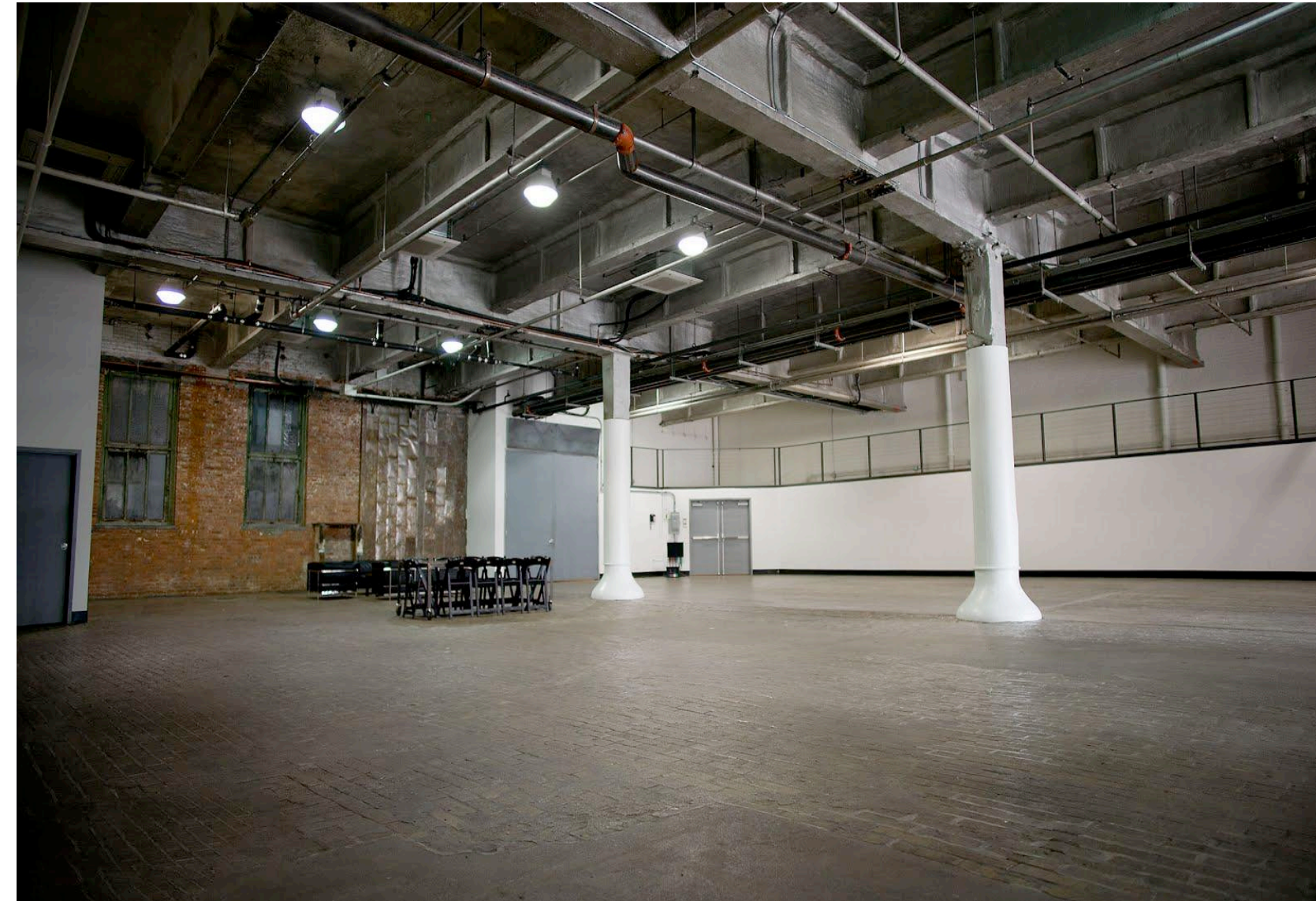
440 West 15th Street

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## OVERVIEW

Stage D  
Ground Floor  
White walls  
Cobblestone Floors  
Garage Door that Opens to 14th Street  
High Foot Traffic

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## CAPACITY

500 (for Stage D Only)

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## AVAILABILITY

October 2- October 9

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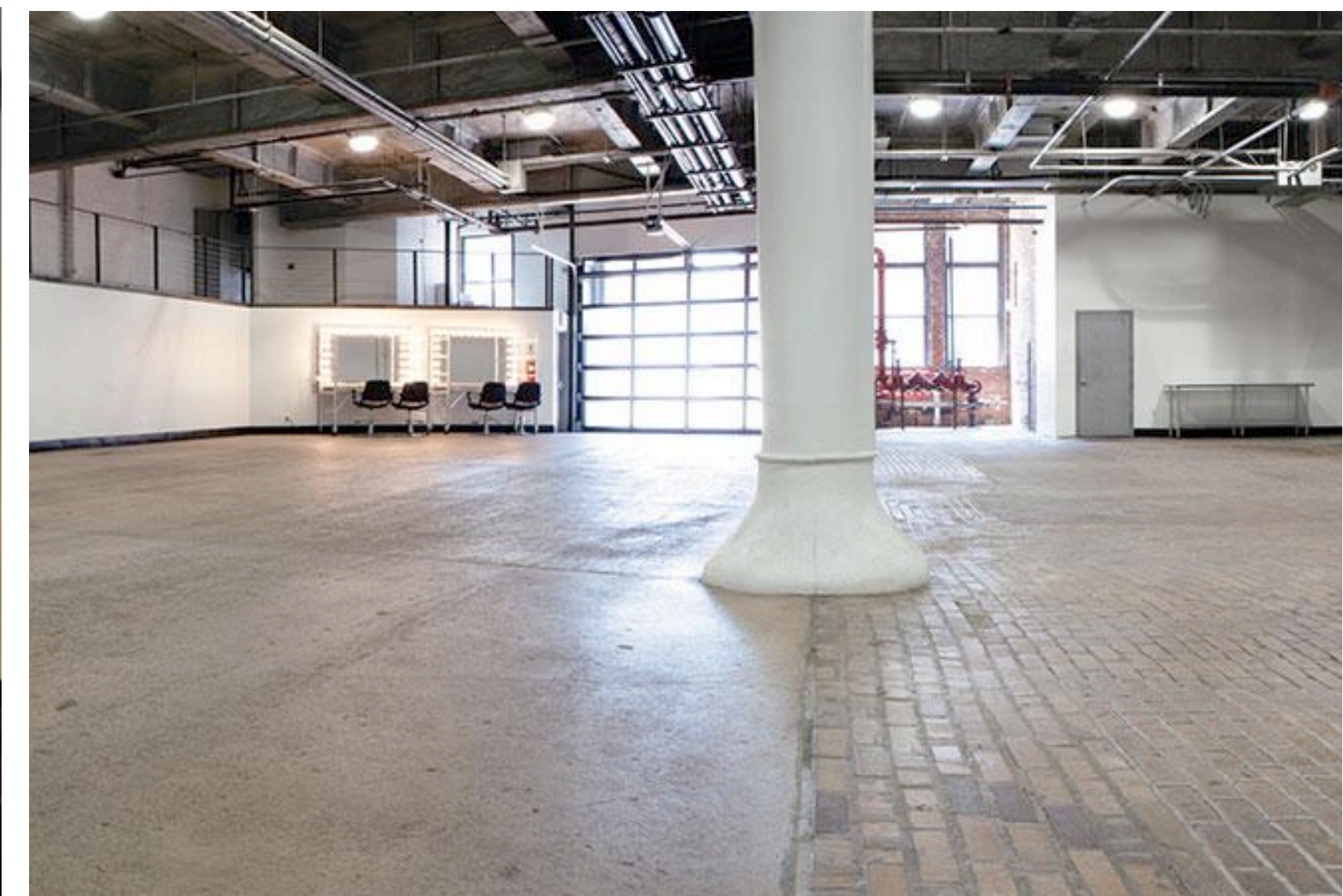
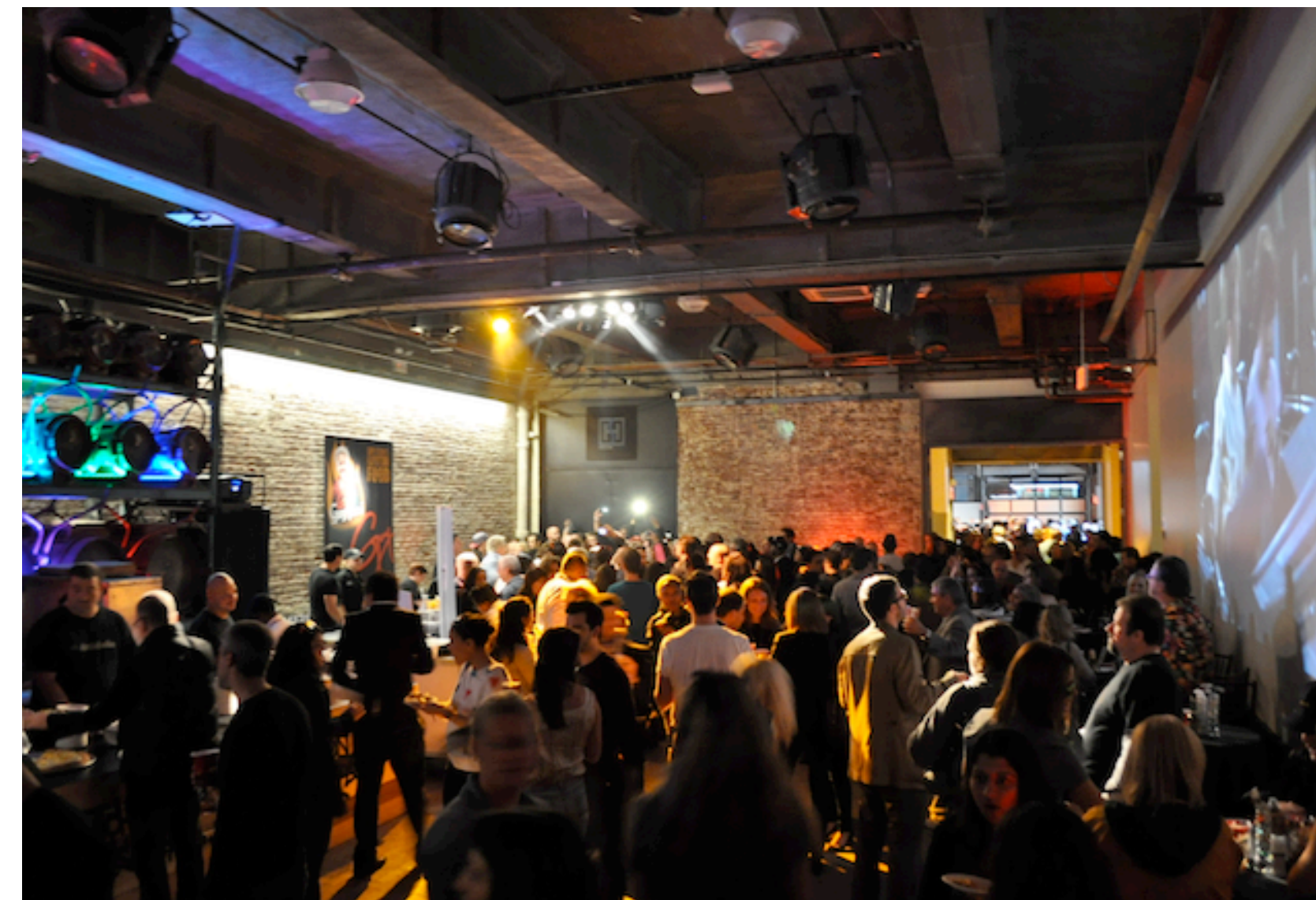
## PRICING

\$105,000 for 7 days

\$75,000 for 5 days

\*Plus Venue Hard Costs

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# DRIVE IN STUDIOS

443 West 18th Street

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## OVERVIEW

Studio 3  
Gallery Feel  
Garage Doors that Open to the Street  
Exposed Brick Walls  
Large Professionally Built Cyclorama  
15' Ceilings

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## CAPACITY

350- Studio 3

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## AVAILABILITY

September 27- October 11

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## PRICING

\$59,675 for 7 days

\$42,625 for 5 days

\*Plus Venue Hard Costs

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# 545

545 West 22nd Street

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## OVERVIEW

Large, column-free blank canvas  
Located in the heart of the Chelsea Arts District  
Floor to ceiling glass windows  
26' ceilings  
Facade that opens up to the street  
Skylights throughout the space



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## CAPACITY

150-200

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## AVAILABILITY

September 27-October 11

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## PRICING

\$105,000 for 7 days

\$75,000 for 5 days

\*Plus Venue Hard Costs





THANK YOU  
GOOD SENSE & COMPANY