



Retail replica done right!



Leading American designer for luxury sportswear and accessories, Michael Kors, was in need of a custom exhibit that really captured the overall look and feel of their brand while showcasing their new line of handbags. H&P took on the challenge of creating a 10x20 linear exhibit that was sophisticated and allowed the consumers to feel they were walking into a Michael Kors store, generating a buzz at the Motivation Show!

H&P rose to the occasion, displaying the handbags on glass shelves, backed to gloss white walls and featuring product specific lighting. An internally lit three-dimensional logo placed central in the booth helped it, and the product really pop out. Additionally the H&P Graphic department designed an innovative graphic depicting a lady with her Michael Kors luxury handbag, this placed in prime position on the booth helped to capture the essence of the brand and it's true identity. Overall, consumers walking into the exhibit felt like they were getting ready to shop in a Michael Kors retail store. The sophisticated look of the exhibit,

along with the logo and graphic helped reinforce the elegance of the brand, thus creating the ideal solution in the perfect situation.

About Hill & Partners, Inc.

Hill & Partners, Inc. is a full service tradeshow exhibit design company specializing in three-dimensional marketing solutions. The company has teamed up with many leaders of different industries. Some of their clients include: Candela Laser, Mountain Hardware, Polartec, Microwave Radio and the GTECH Corporation. Hill & Partners is headquartered at 124 Old Colony Avenue; Quincy, MA 02170. More information can be found at www.hillpartners.com and by calling 617-471-7990

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