

MCM

Brief:

To produce and assist with design layout for this highly regarded luxury fashion brand MCM and build a very stylised mobile showroom and reception area for VIP's and press.

Fashion TV, a dance floor, high end product display areas supported with video content to show a history timeline of the brand and comfortable seating area with a Champagne bar.

Response:

Using certain key elements from the MCM luxury luggage designs we produced a stunning creation that included a video wall showing

Result:

The 1 week hire quickly turned into a 3 month hire when the client saw the high level of finishing and potential of the bus.

