

# Chicago Style Suite

6/27/2014

## **Event Experience**

- Brunch partnership with Everyday People
- Exclusive VIP access Style Suite
- Social environment with music, refreshments, and mingling
- Hands-on product experience
- Style presentations using the products







**S** themarketingarm





Durk AU NATURALE



#### **RSVP Site**



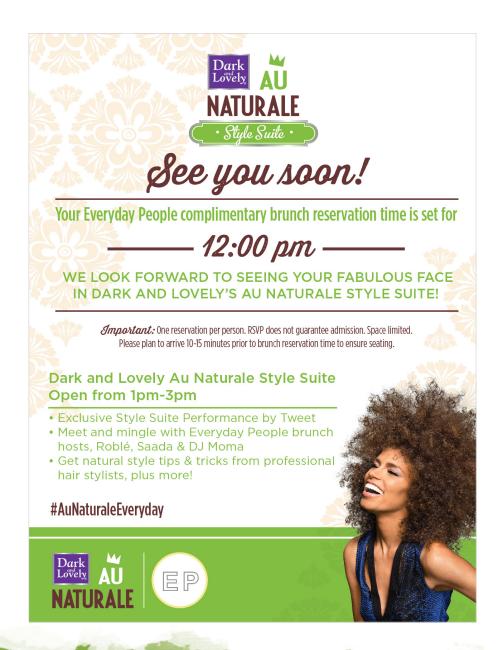








#### **Email**





#### **Ticket**



#### Dark & Lovely Au Naturale Style Suite open 1pm-3pm

- · Enjoy our complimentary signature cocktail
- Meet & mingle with Everyday People hosts: Roblé, Saada & DJ Moma
- Get tips & tricks on trending natural hairstyles, plus more







## **Invites**





## **Social Media Posts**









By entrance





Are your curls ready for this?
THE PARTY STARTS
RIGHT HERE.



Under lights in main room





THIS LIGHTING IS drenching your curls in shimmer.





By bar





Mot even waiting for a cocktail COULD BRING THESE CURLS DOWN.







In women's restroom





THE MIRROR IS SPEAKING, and it says flaunt your curls!







## **Step and Repeat**

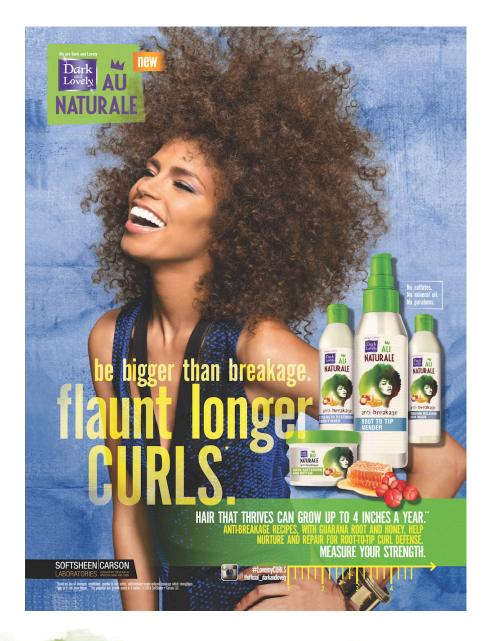


14

## **Welcome Banner**



# **Brand Ad Posters**

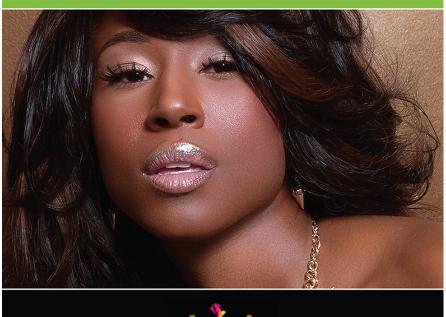






# **Tweet Signage**











## **Branding behind Tweet and DJ**





# **Table Tent – Style Suite**









#### **Table Tent – Brunch**



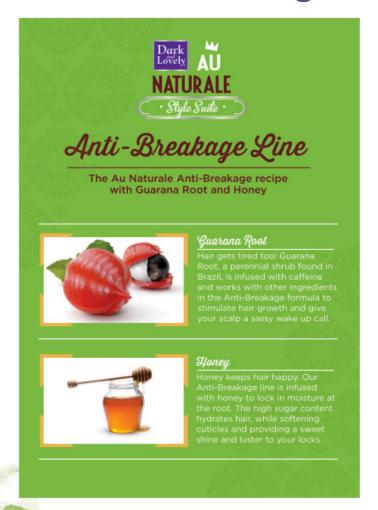


## **Consultation Card**



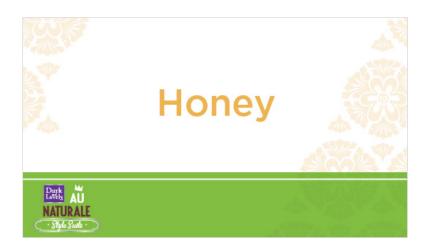


## **Product Benefit Signs**





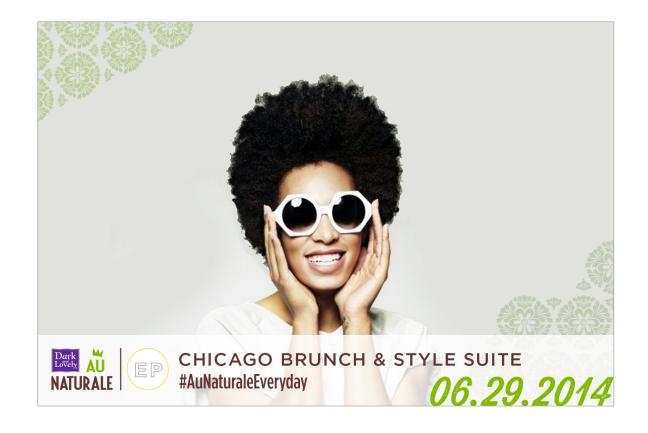
# **Product Description Cards**







### **Social Media Photo Border**



# Offer Pop Header



**Swag Bag** 

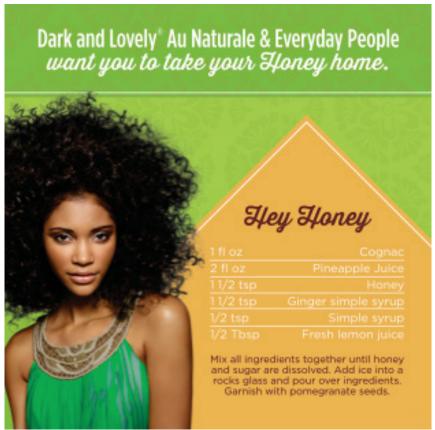




# **Swag Bag Insert**







# **Pillowcase**





## Pillowcase Sticker

IT'S TIME TO GIVE THOSE CURLS some beauty rest!

אר א ששפר לאפטשע בא PROMERY PROMERY





EP

# **THANK YOU**



