

Pharrell x adidas Tennis Hu







EVENT : Pharrell x adidas Tennis HU Private Launch Party

WHO : Key NYC influencers, friends and family of Adidas & BBC

Date: Friday, May 5th, 2017

LOCATION : Billionaire Boys Club Flagship Store,
Mercer Street, NYC

CHALLENGE : To design and produce a powerful product launch event within 5 days.



DJUSA has produced a number of unique experiences for Adidas over the past 5 years. This event was a little different since it was our first time working with hosts Billionaire Boys Club. The objective was to showcase the Pharrell x adidas Tennis HU release while delivering a VIP consumer experience for key NYC influencers, friends and family of both brands.

DJUSA produced every detail of the event including but not limited to:

- Full champagne bar with branded cups, servers, and a bespoke mirrored bar to match the space.
- Table Tennis for the back room with branded paddles & balls.
- Branded tennis balls to serve as a conversation piece & takeaway for attendees smart enough to pocket one.
- High quality Italian sound system to deliver the sound track provided by EIN talent DJ STRETCH ARMSTRONG.
- Tufted leather DJ booth
- Security detail
- Full event staff including head producer, assistant producer, & production team.
- Photography and Cinematography services





DJ Stretch Armstrong was the perfect DJ for this event. A NYC legend who is never scared to play outside the box, Stretch curated a seamless soundtrack from the minute he got on the set until the last guest left.



A **DJUSA** PRODUCTION