

ASICS TIGER x FOOTACTION  
The Kayano Trainer Low Launch Party  
with Majid Jordan



asics  
TIGER



**WHAT : Asics's New Product Launch Party**

**WHO : Asics, Footaction, Majid Jordan & NYC Influencers, Tastemakers and Creatives**

**WHERE : NYC33 Event Space in New York City**

**DATE : Thursday, July 27<sup>th</sup>, 2017**



## CHALLENGE :

To completely transform a raw event space into a social opportunity for Asics' top influencers within 48 hours.

Production of this event was inclusive of the following :

- Premium LED White Acrylic Performance Stage with Digital Lighting Design for performer
- Mini Line Array Sound System for special performance by Majid Jordan
- Ground supported 3mm high-def LED Video Wall designed to fit in a very confined space
- Elevated DJ booth & audio for the DJ
- Custom Glass Gobo and Print branding highlighting Asics & Footaction
- Vibrant LED Acrylic Bar & Cocktail Tables to match the performance stage
- Pipe + Drape for influencer gifting station
- Recap Photography for event

LOAD IN





COMPLETE TRANSFORMATION



Topping the night off  
with a special  
performance by  
OVO's very own  
Majid Jordan.





A **DJUSA** PRODUCTION  
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