

USC Croydon- Star Makeover Day

The Brief:

USC wanted to promote their range of clothing and accessories, and draw customers into their Croydon store. This was realised through a fashion makeover day, with celebrity presenters and stylists to give new looks to participating members of the public. Impact Production Services were called in to look after the technical side of the event.

The Solution:

IPS supplied a stage constructed from their range of LiteDeck modular staging. This was carpet covered and fitted with valance for a neat appearance in the shop. A custom set was designed and constructed, covered with white vinyl, in fitting with the style of the shop, and branded with the USC corporate identity.

The set was lit using polished chrome lighting fixtures on an unobtrusive lighting stand. Sound was provided in by a pair of EV speakers, fed from two Shure headset radio mics, to allow the presenters to carry out a makeover whilst presenting.

The event was supported by two IPS technicians who installed, operated and removed the equipment.

The Outcome:

The client was delighted with the outcome of the event. Everything ran smoothly on the day, and more other stores are considering taking on the concept.

Impact Production Services can supply stage sets either from stock or custom built to your requirements, please contact us for further information.

