

CASE STUDY: ASICS

Creating unique space and event solutions

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CLIENT

Originally founded as Onitsuka Co in Japan in 1945, ASICS was officially formed in 1977 following a merger with fellow sportswear companies GTO and JELNKA. The brand, known for its iconic stripe design, has researched, trialled and created millions of pairs of shoes throughout its history, solidifying its status as a leader in the sportswear industry. ASICS also possesses a high profile clientele, including sports stars such as Novak Djokovic and Emma Bates, acting as ambassadors for the brand.

EVENT

ASICS UK Roadshow

GOAL

To bring ASICS' visions to life and create a portable pop-up shop to showcase their sportswear throughout the UK.

SOLUTION

Showplace adapted the trailer's interior to create a space suitable to display ASICS' products. Striking graphics were fitted to align with their brand, and shelving and clothing rails were installed to bring the retail environment to life.

A bespoke operational programme was implemented to cater for logistical requirements. Showplace also took care of all vehicle checks and adherence to regulations to ensure that the show ran as smoothly as possible.

RESULTS

1. Successful roadshow

ASICS reported that the roadshow was a success and they were able to showcase their products to a new audience across the UK.

2. Return customer

ASICS utilised another trailer from Showplace's fleet to attend sporting events across the UK.

