

CASE STUDY: BREMONT

Creating unique space and event solutions

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CLIENT

Bremont was founded in 2002 and specialises in hand-crafted watches of the highest quality. Designed and manufactured in England, the British brand has a rich history rooted in pilot chronometers and has collaborated with a variety of partners such as Jaguar and Rolls Royce Aerospace.

EVENT

Royal International Air Tattoo 2023

GOAL

To create a striking hospitality facility that aligns with the Bremont brand to showcase their latest watch collection.

SOLUTION

Showplace provided three 6m Moda structures to create the desired layout. The structures were fitted with striking tension fabric graphics that represented the Bremont brand and display cases were arranged to showcase the watches to attendees. Window graphics were also applied to the external walls and branded flags were placed in the surrounding areas of the structure.

Bremont provided their own furniture to cater for specialist activities within the structure such as watch consultations, fittings and measurements.

RESULTS

1. SUCCESSFUL EVENT

Bremont reported that the Royal International Air Tattoo was a resounding success and that guests enjoyed their time interacting with their products in the structure.

2. RETURN CUSTOMER

Bremont have since used Showplace's services for other events such as the Henley Royal Regatta and the Silverstone Festival.

