



**WHO** The Carlson Group for adidas Golf

**WHAT:** In-store retail displays

**HOW:** The adidas Golf custom in-store display utilizes a palette originally created from the aG p.o.s. fixture kit. Current brand standards help support the goal of creating a compelling selling environment that amplifies a message of performance and technology through the use of a sharp and modern design aesthetic. Black and silver tones, along with the well-known adidas three-stripe logo, help define the space, which creates a total brand space when set up. In addition, large lifestyle graphics help create visual imagery that supports product. The in-store program was comprised of 31 display and fixture components, using materials such as Omnova ebony ash woods, Atoglas acrylics, and silver powder-coated metal surfaces.

