

GET YOUR
EDGE BACK
Wrangler®

DENIM
MAKER

SINCE
1947

Wrangler®

Wrangler
Window Campaign Europe

Brief

Design and deliver the seasonal story 'Get your edge back' in three tiers of retail window display across Europe.

Idea

Capturing current and relevant brand equity pieces, we evolved the urban materials and hand drawn graphic communication to design a window campaign that delivered brand personality and key promotional messages. Supported with an inspirational props pack to build the story and create a sense of theatre in-store, we delivered our window design concept into 53 stores across 5 European countries.

What we did

Window Campaigns
Retail Design
Brand Communications
Point of Sale



Contact us

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