



DARE 2B.

Dare 2b
Showroom Update

Brief

Create a temporary showroom as an interim prior to completion of the new HQ development. Inject a modern and up-to-date interpretation of the brand on a limited budget whilst being fully operational for sales meetings and presentation of the product collections.

Idea

Dare2b is a modern technical ski wear brand and we wanted to reflect this positioning through our approach and thinking. We used high gloss finishes including glass, acrylics, laminates,

What we did

**Showroom Design
Development
Branded Props
Implementation**

steel and high-gloss sprays for the showroom styling. We then combined these finishes with existing units from the previous showroom to give them a new lease of life and added recycled props to punctuate the product categories and to keep costs to a minimum.



Contact us

9 Brook Park Offices, Gaddesby Lane, Rearsby, Leicestershire, LE7 4ZB, UK | +44 (0)1664 423 110 | www.mynt.co.uk | info@mynt.co.uk

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