



Heaven by Marc Jacobs | Bear Hugs in Heaven: Marc Jacobs' Cozy Escape | ComplexCon, Long Beach Convention Centre | Assignment 2B | Caitlyn Millares

# heaven

BY MARC JACOBS



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# **heaven**

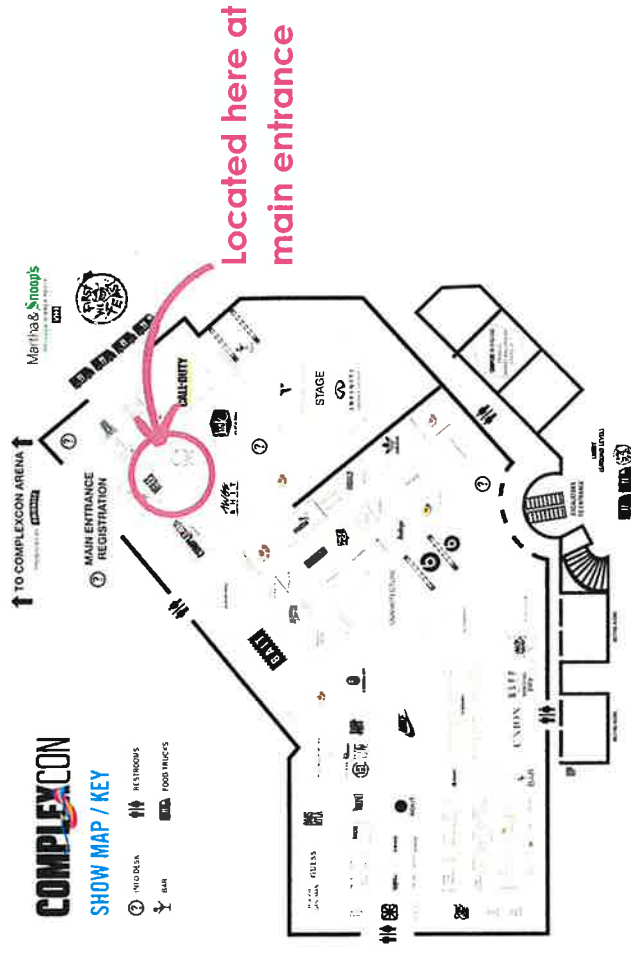
**BY MARC JACOBS**

Heaven by Marc Jacobs sells ready-to-wear garments and accessories. Their clothing pieces feature bold graphics and logo prints. Clothing pieces include baby tees, pullover sweatshirts, dresses, and accessories (bags, jewellery, belts and more).

Heaven encourages people to embrace their creativity and express themselves without limits. The brand draws inspiration from trends within pop culture, embracing a limitless approach that comes a diverse range of eras and subcultures. This encompasses a fusion of 90s and current icons, astrology, and their distinct style.

## Tradeshow Location

Located in ComplexCon at the Long Beach Convention Centre in Long Beach, California. ComplexCon is a tradeshow that brings together pop culture, music, art, food, sports, innovation, and education.



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**Title:** Bear Hugs in Heaven: Marc Jacobs' Cozy Escape

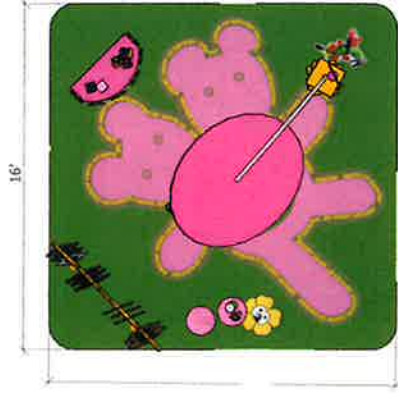
**Why?:**

This tradeshow booth will promote Heaven by Marc Jacobs' new Bears Who Care product line in an immersive space. Visitors will have the unique opportunity to personalize their purchases with free custom bows accessible via QR codes displayed at the booth. Additionally, the booth will feature exclusive clothing and accessories for sale, enhancing brand exposure and driving sales.

**Products:** Bears Who Care product line, exclusive clothing and accessories, bedding and pillows.

# Scaled Floor Plan

Floor Plan with Lighting Fixture



Floor Plan without Lighting Fixture



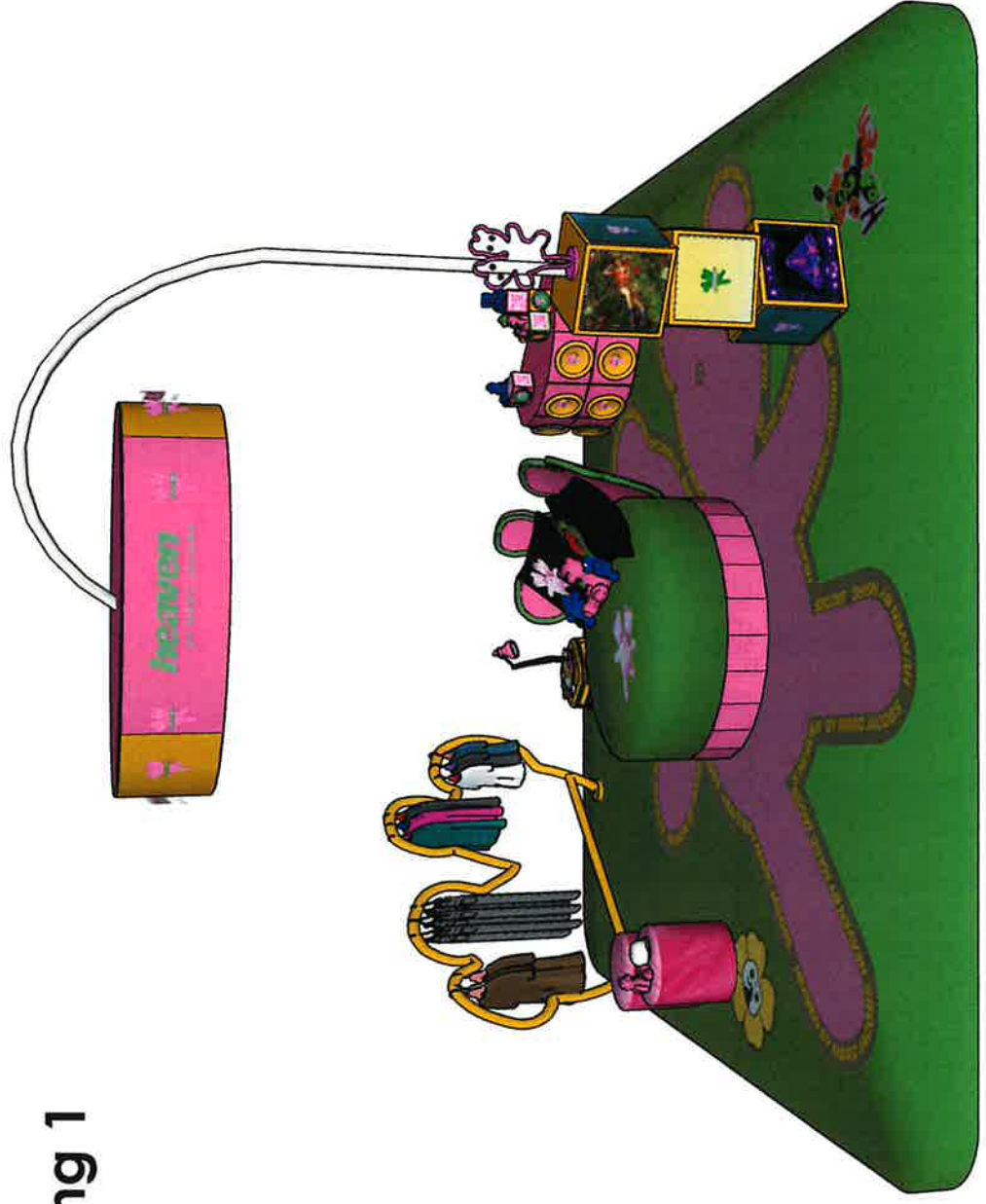
Scale:  $1/4" = 1' - 0"$

Total Floor Area: 256 square feet

# Perspective Drawing 1



Floor plan reference view

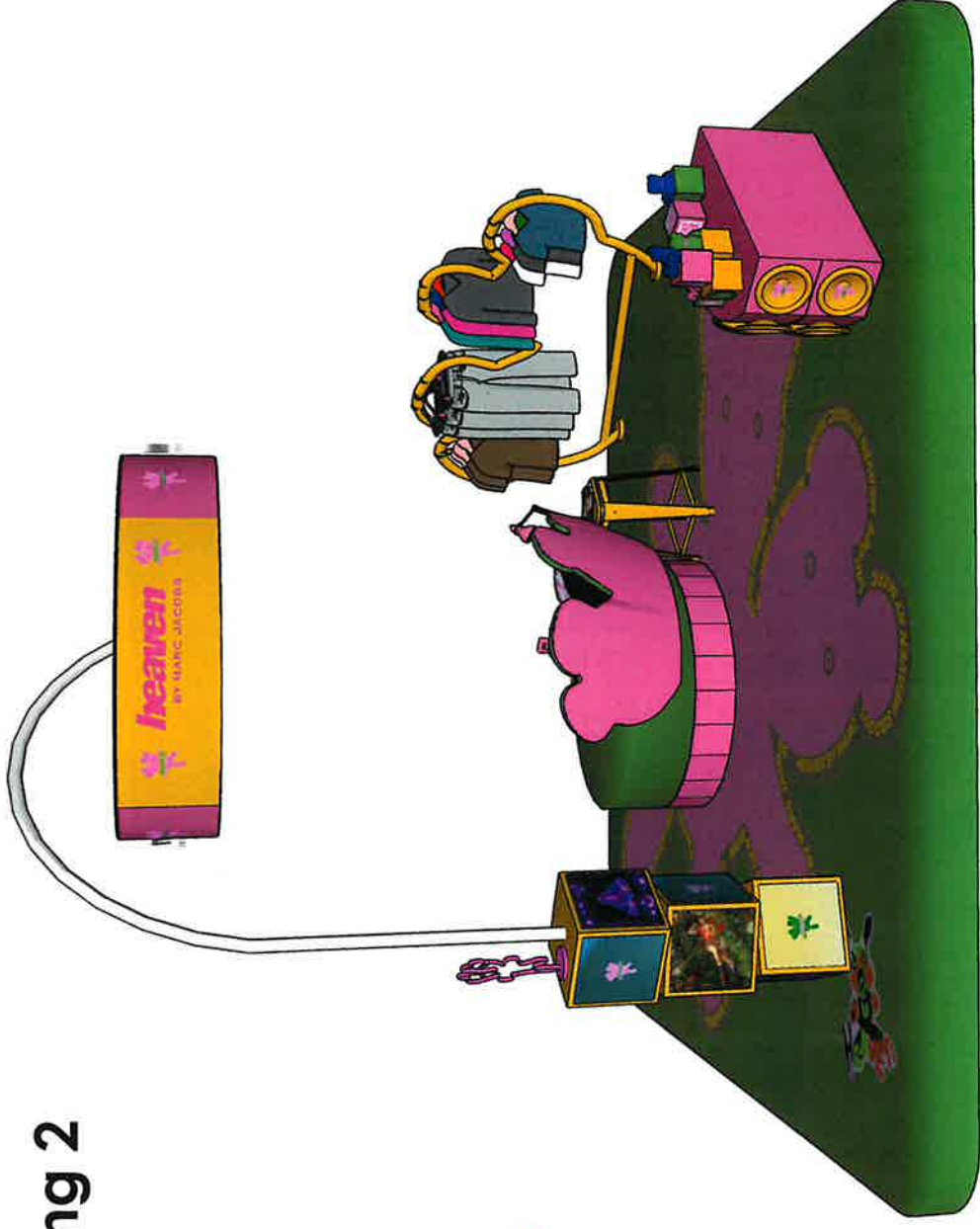




# Perspective Drawing 2

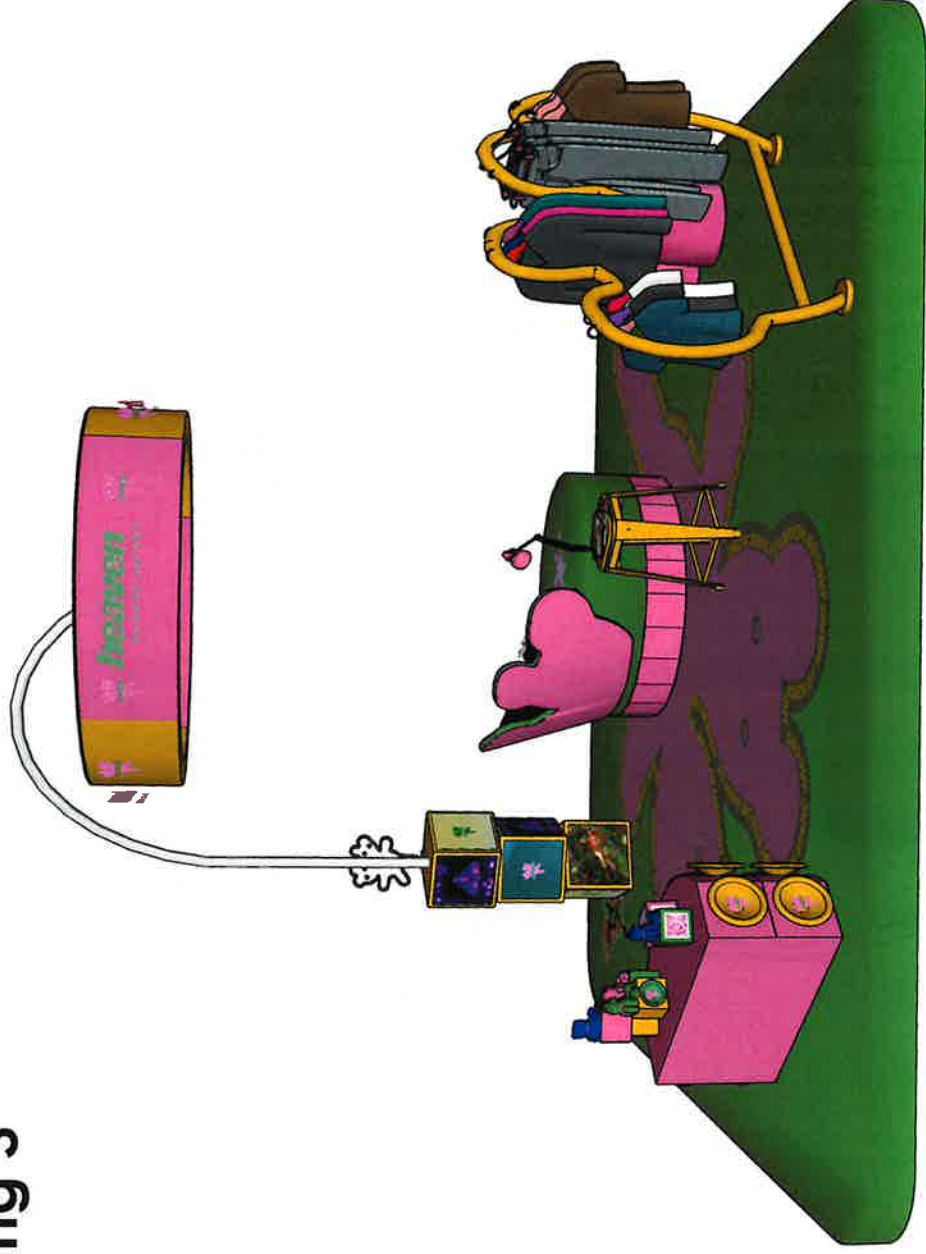
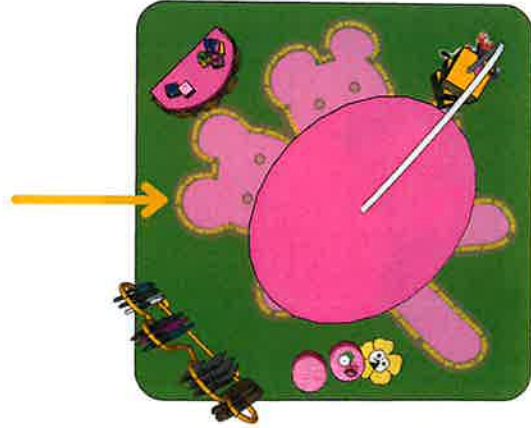


Floor plan reference view



# Perspective Drawing 3

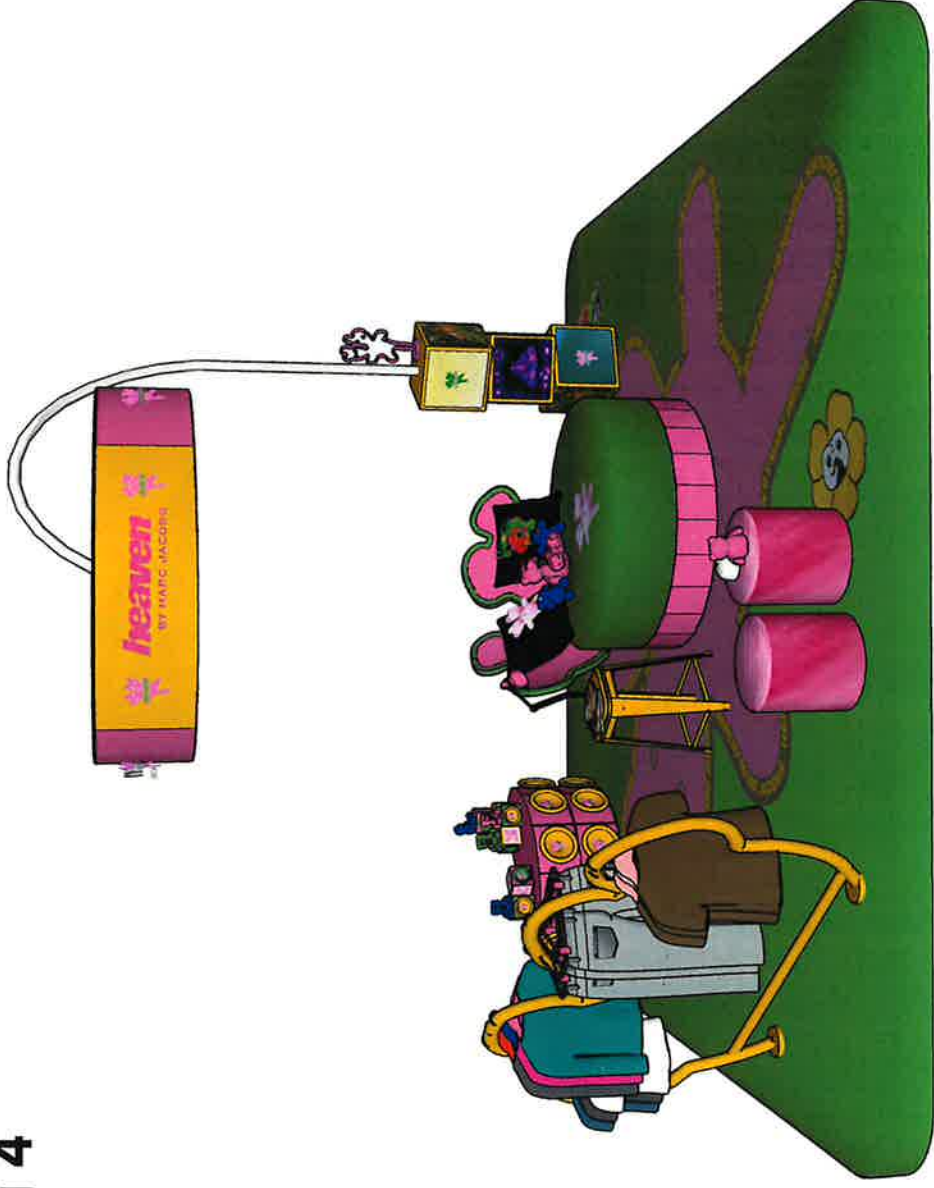
Floor plan reference view



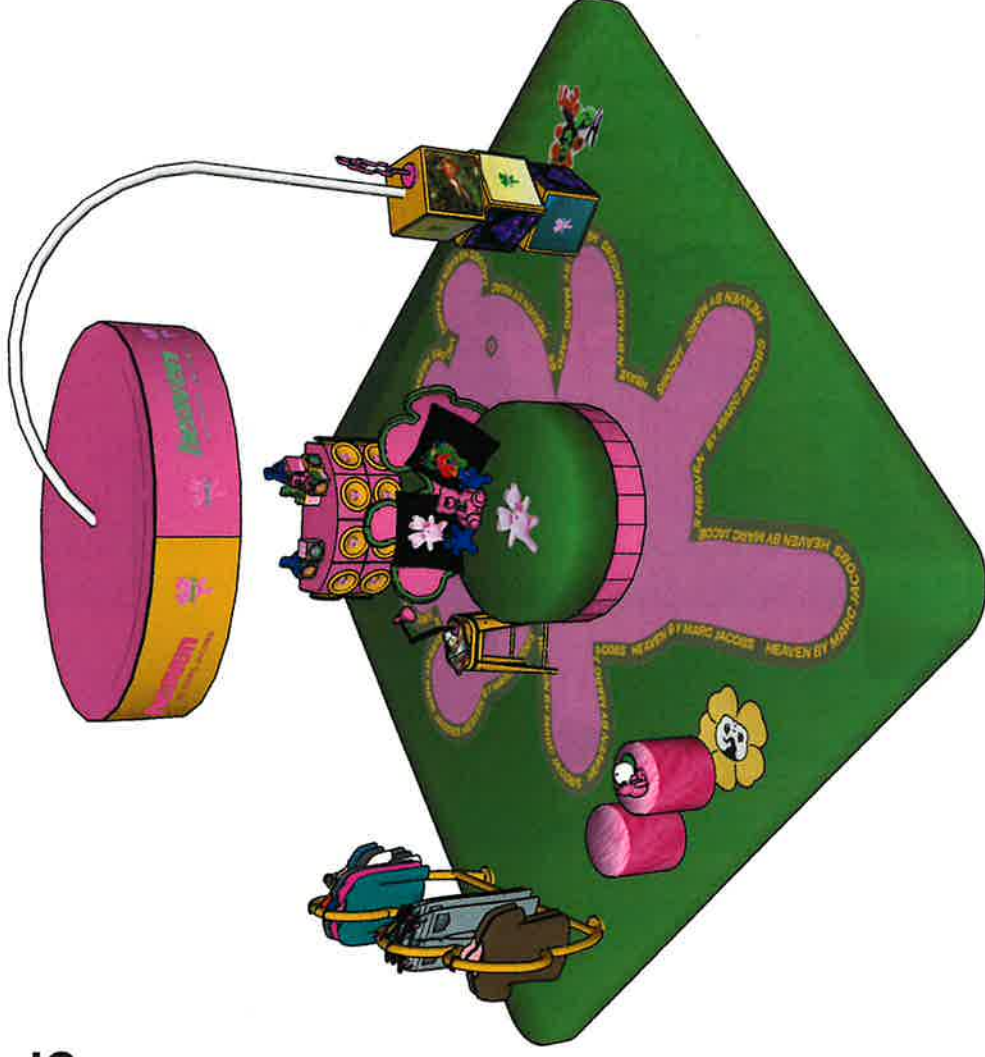
# Perspective Drawing 4



Floor plan reference view



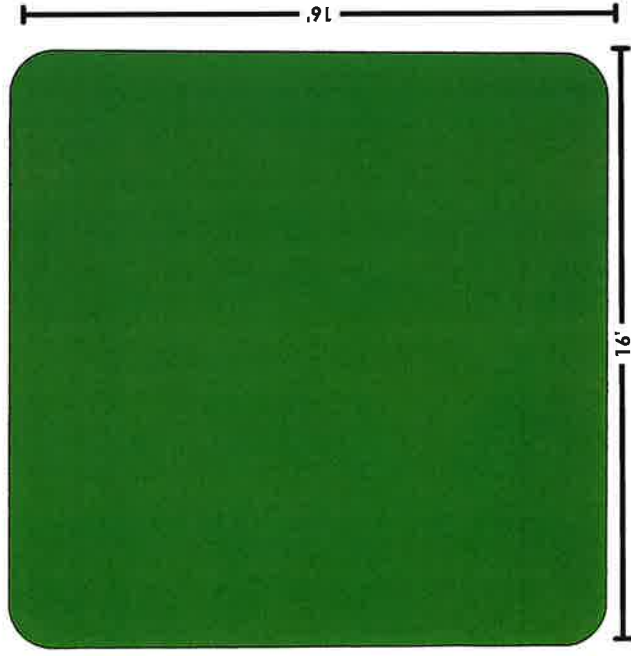
# Perspective Drawing 5



Floor plan reference view

# Flooring

## Green Low Pile Rug Flooring

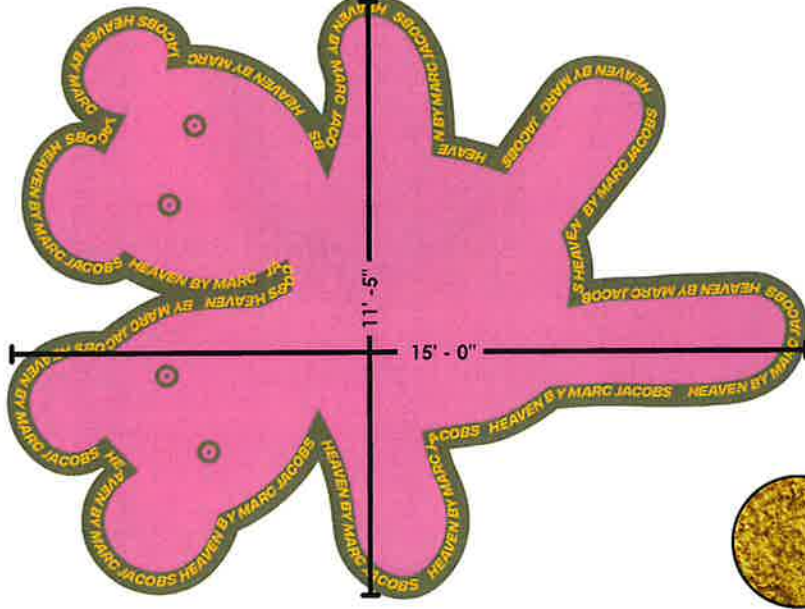


### Finish

ECONYL® Regenerated Nylon Yarns  
For Carpet in Custom Green Colour  
(Material Connexion Sustainability Certified)



## Giant Bear Rug

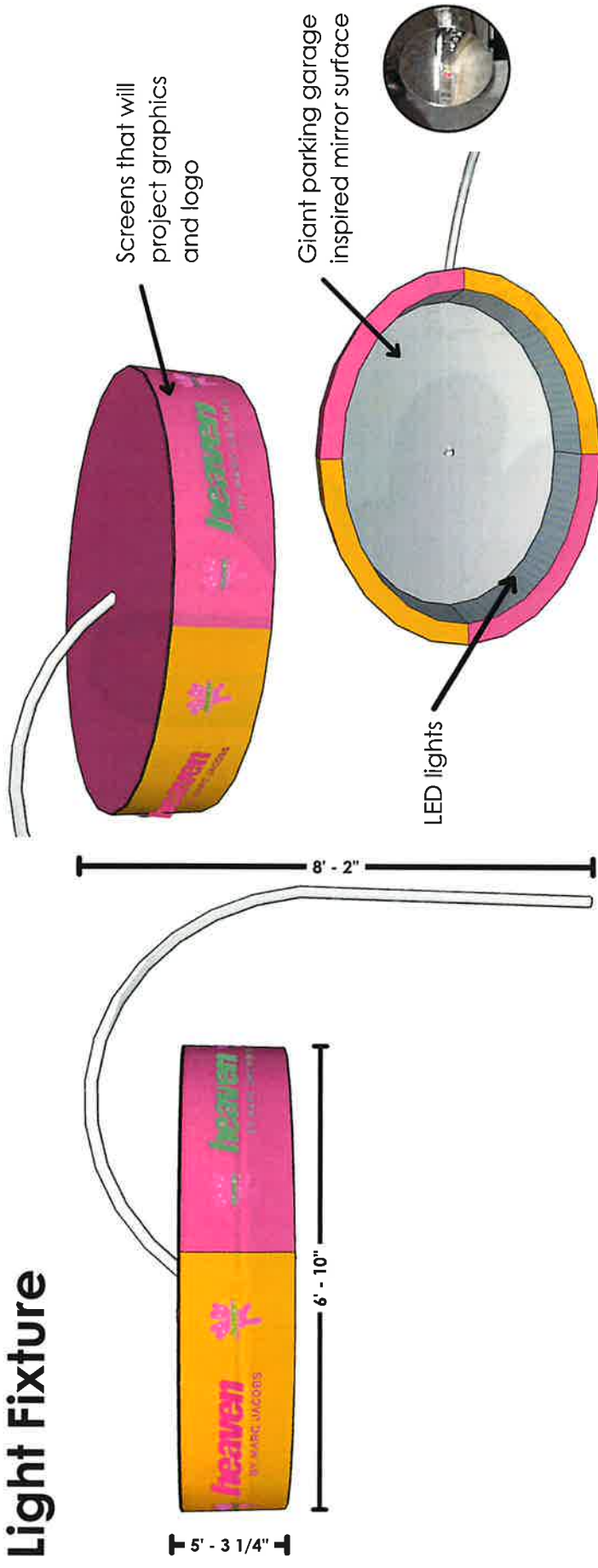


### Finish

TSAR USA LLC LUXE Hand  
Tufted Carpeting from New  
Zealand Wool in Custom  
Pink and Green Colour  
(Material Connexion  
Sustainability Certified)

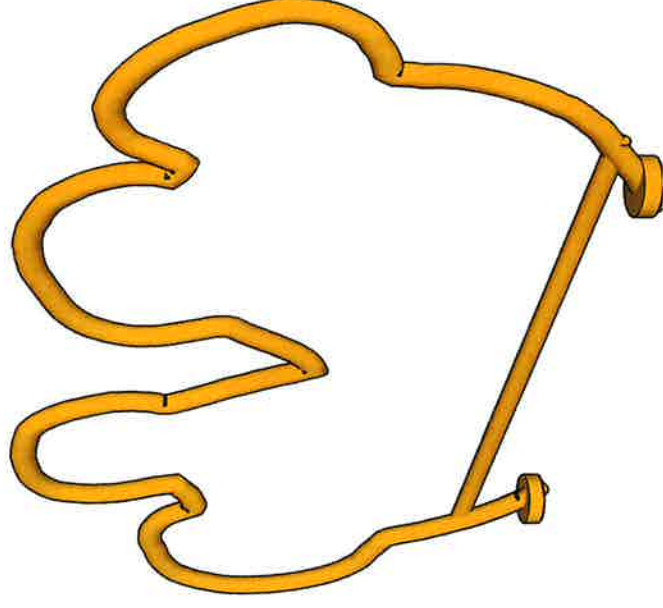
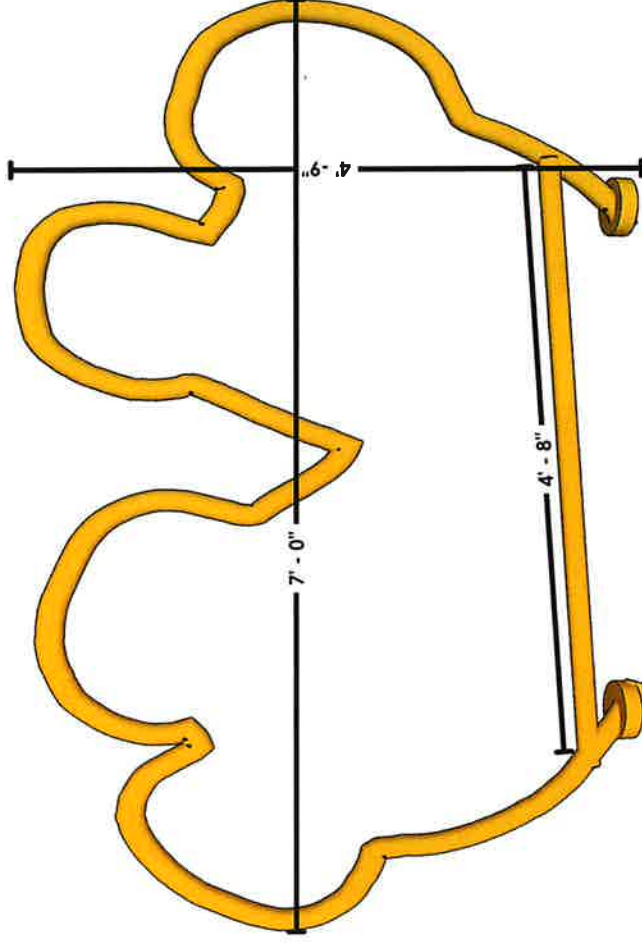


# Light Fixture



- This statement lighting fixture reminisces the dynamic ambiance of Jumbotron displays found in sports arenas
- Externally, screens will project the Heaven by Marc Jacobs logo in vibrant hues matching the booth's colour scheme (pink, green, and yellow), with the added capability to showcase branded video and image graphics
- Internally, LED lights will be positioned along the inner edges
- There will be a mirrored surface at the inner top of the light. This will enable guests lying beneath the fixture to capture photos
- A transparent rod attached to the TV stack will suspend the light

# Bear Head Hangbar



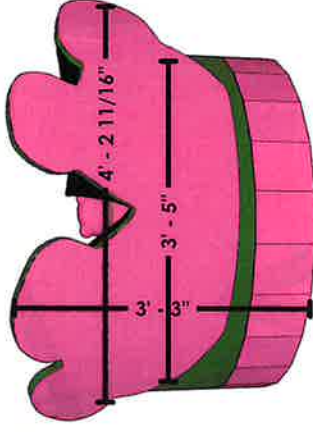
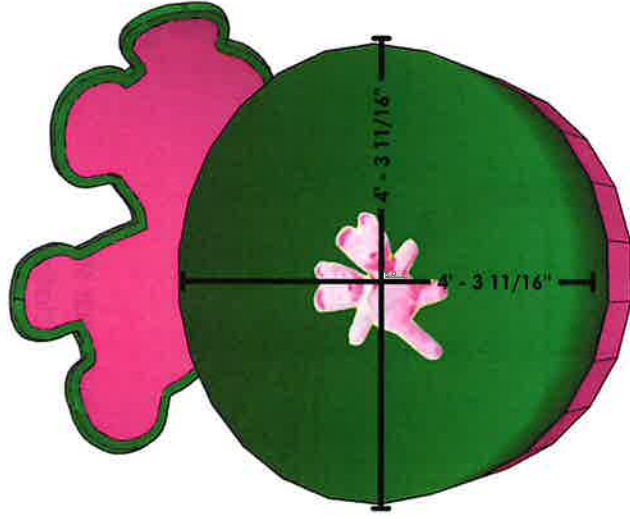
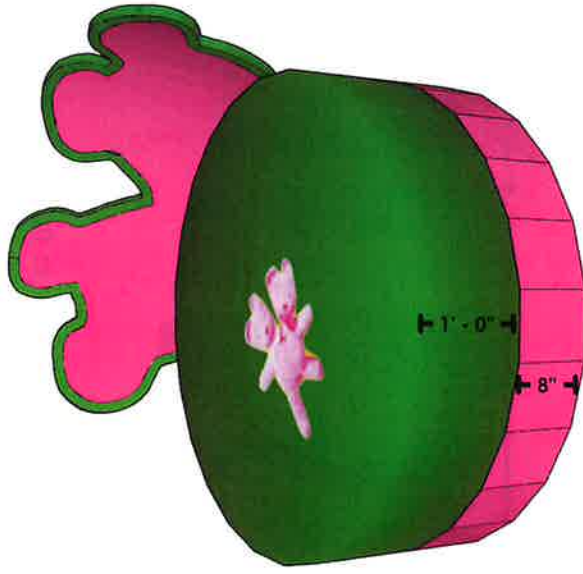
## Finish

Galvanized steel pipe coated with yellow high-density polyethylene (HDPE)



- Custom hangbar in the signature double headed bear shape
- The hangbar will merchandise a limited selection of clothing

# Heaven Bed



## Finish

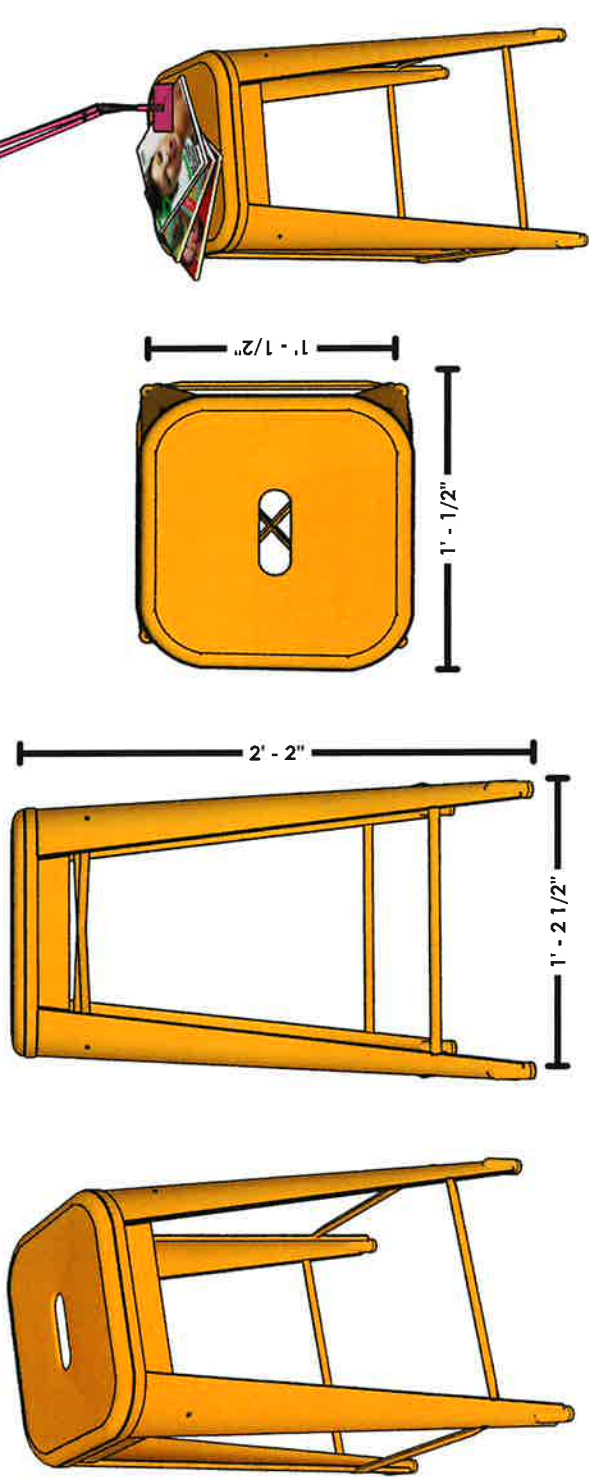
- Circular rotating bed with signature double headed bear headboard
- Branded pillows and bedding and Bears Who Care products will be on bed

- Pink Velvet Upholstered Bed Frame Base
- Pink & Green Velvet Upholstered Double Headed Bear Headboard





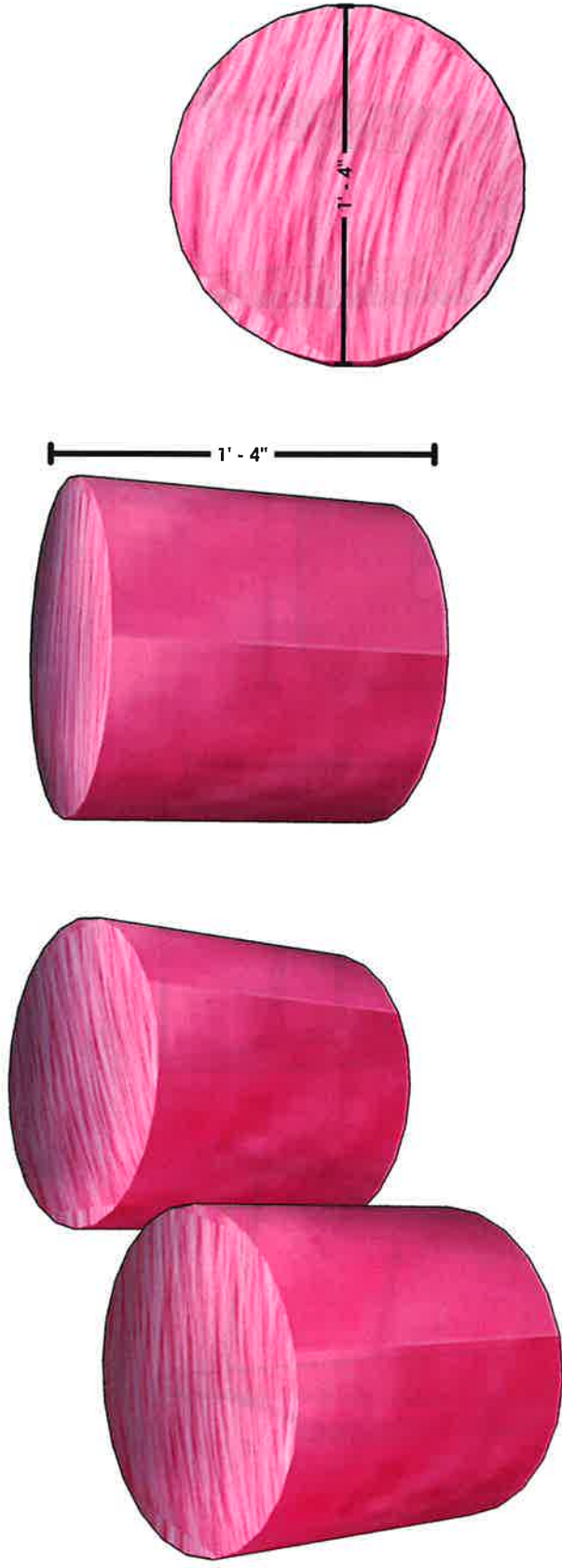
# Yellow Bedside Stool



## Finish

- This industrial metal yellow stool will act as a bedside table
  - There will be a pile of magazines and a pink lamp on top of it
- Finish**
- Yellow galvanized steel with durable powder-coat finish

## Pink Furry Stools (x2)



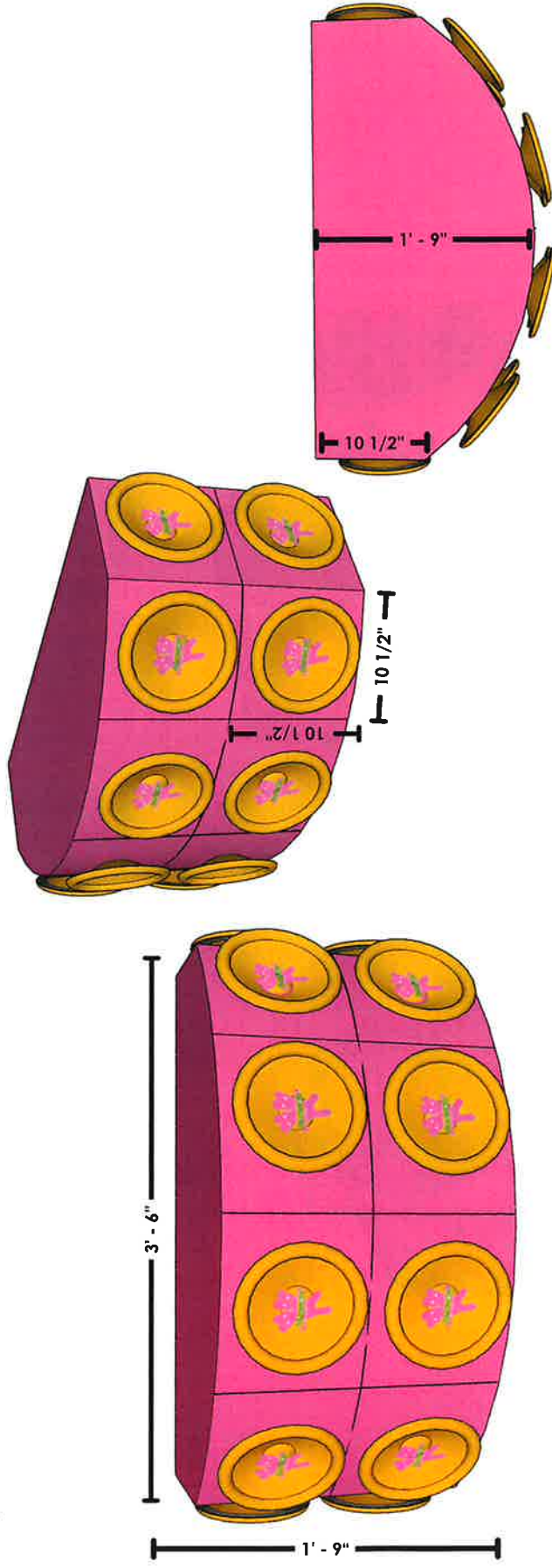
- Two pink furry stools
- One will be used for merchandising products and the other will be used as seating for customers

### Finish

Bubblegum Pink Luxury Shag  
Faux Fur



# Speaker Table



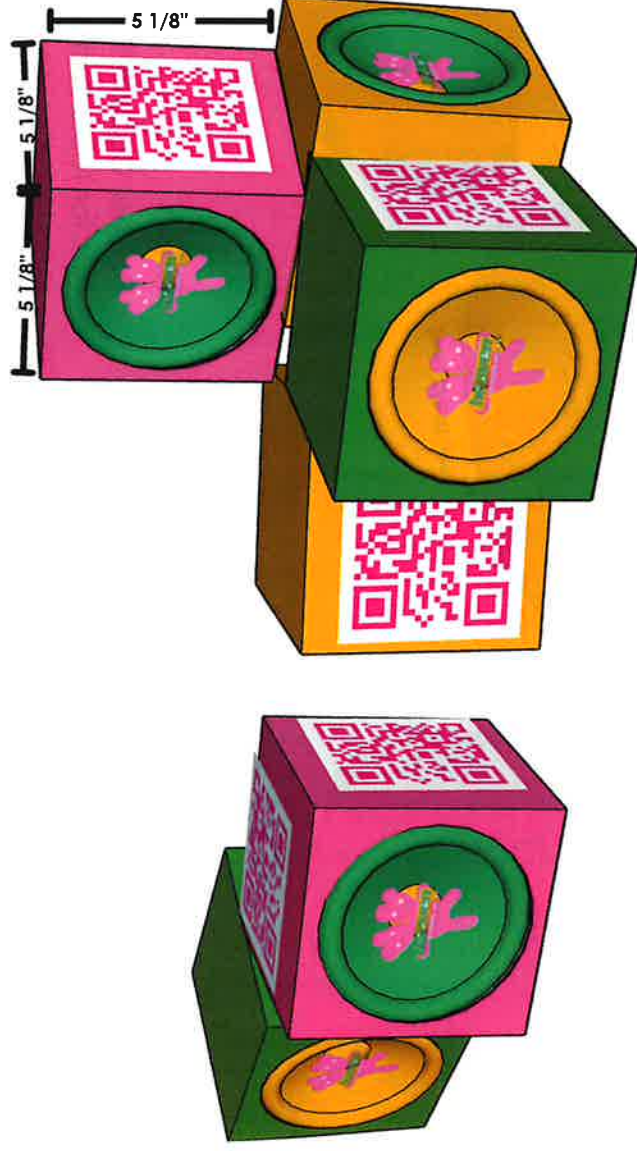
## Finish

Powder Coated Steel in Custom Pink for Table Surface & Custom Yellow Shallow Mount Speakers with Heaven Logo Printed on them



- This speaker table will be the Bears Who Care bow custom booth
- Music will play from this table, which will help to set vibe and mood
- Customers can view samples of custom bow options and there will be QR codes for customers to scan to get the custom bow shipped to home
- Employees will also assist with ordering process here

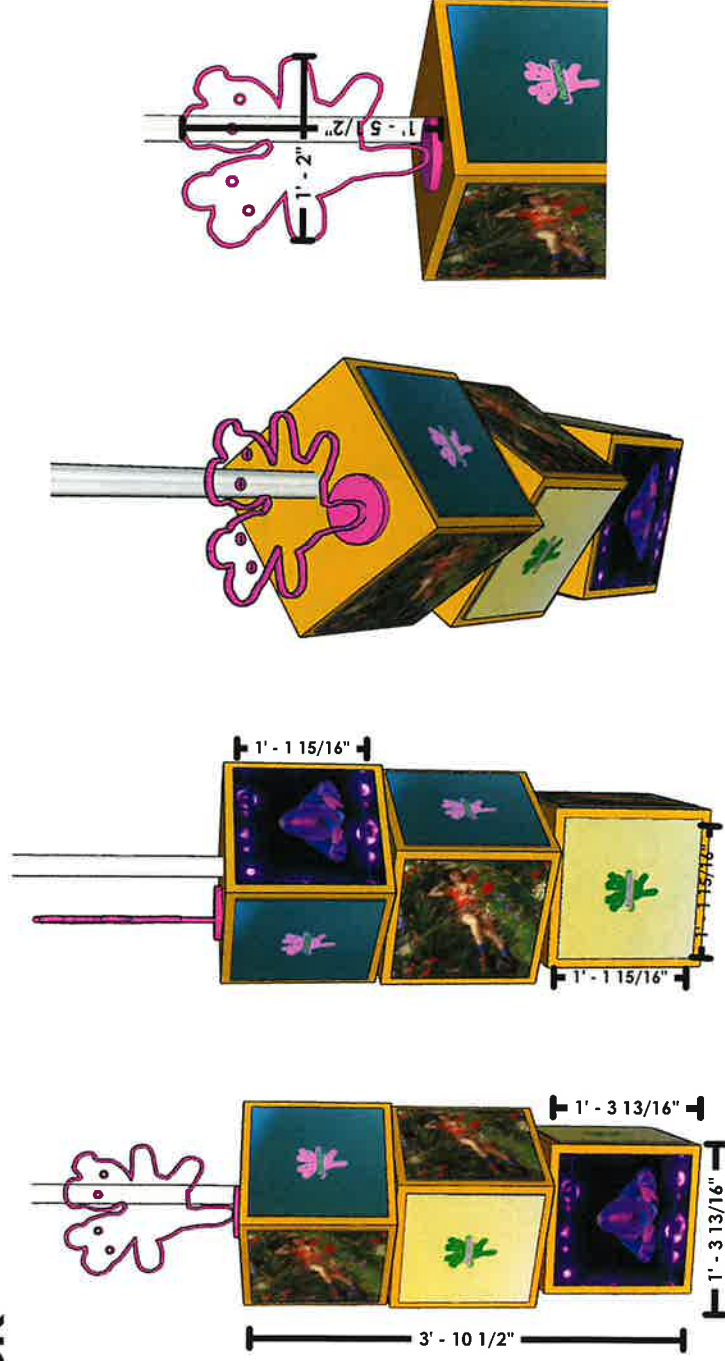
## Mini Speaker Risers (x6)



### Finish

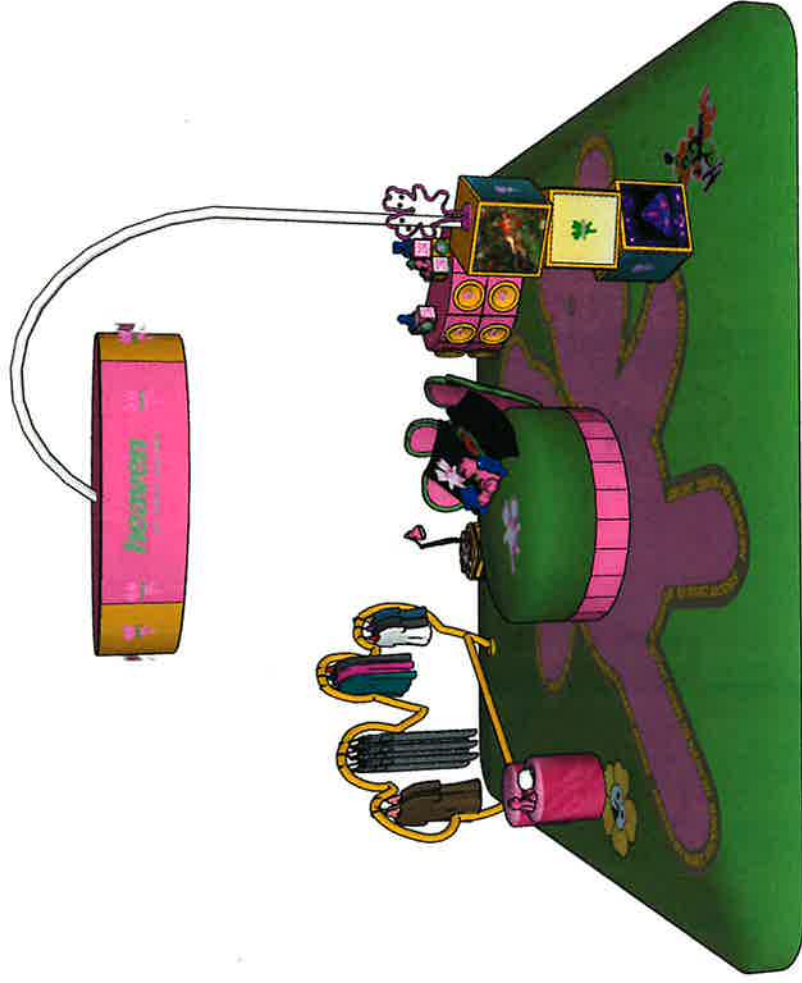
- These cube small speakers will be functioning speakers that merchandise the Bears Who Care custom samples
  - There will also be adhesive prints with the QR code on some sides of the speakers (customers can scan to get the custom bow shipped to home)
- Powder Coated Steel in Custom Pink, Green & Yellow for Surface of Speakers & Custom Yellow and Green Shallow Mount Speakers with Heaven Logo Printed on them

# TV Stack



## Finish

- This TV Stack will have 3 cube TVs with 4 screens on each side
- Branded videos/graphics will play on the screens
- On top, there will be a neon Heaven teddy bear logo sign
- Yellow galvanized steel with durable powder-coat finish for the TV surface
- Screens will be LCD display
- Neon teddy bear logo will be made of pink LED tubing



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