

November 8th, 2018

Professor Roberts

Visual Marketing

1. HYPEBEAST - HBX

2. Refa Noor- Kiosk Marketer

Jiovanna Gordon- Kiosk Designer

Naomi Caleb- Kiosk Marketer

Hugo Rodriguez- Kiosk Designer

Denzel Robinson- Kiosk Ambassador

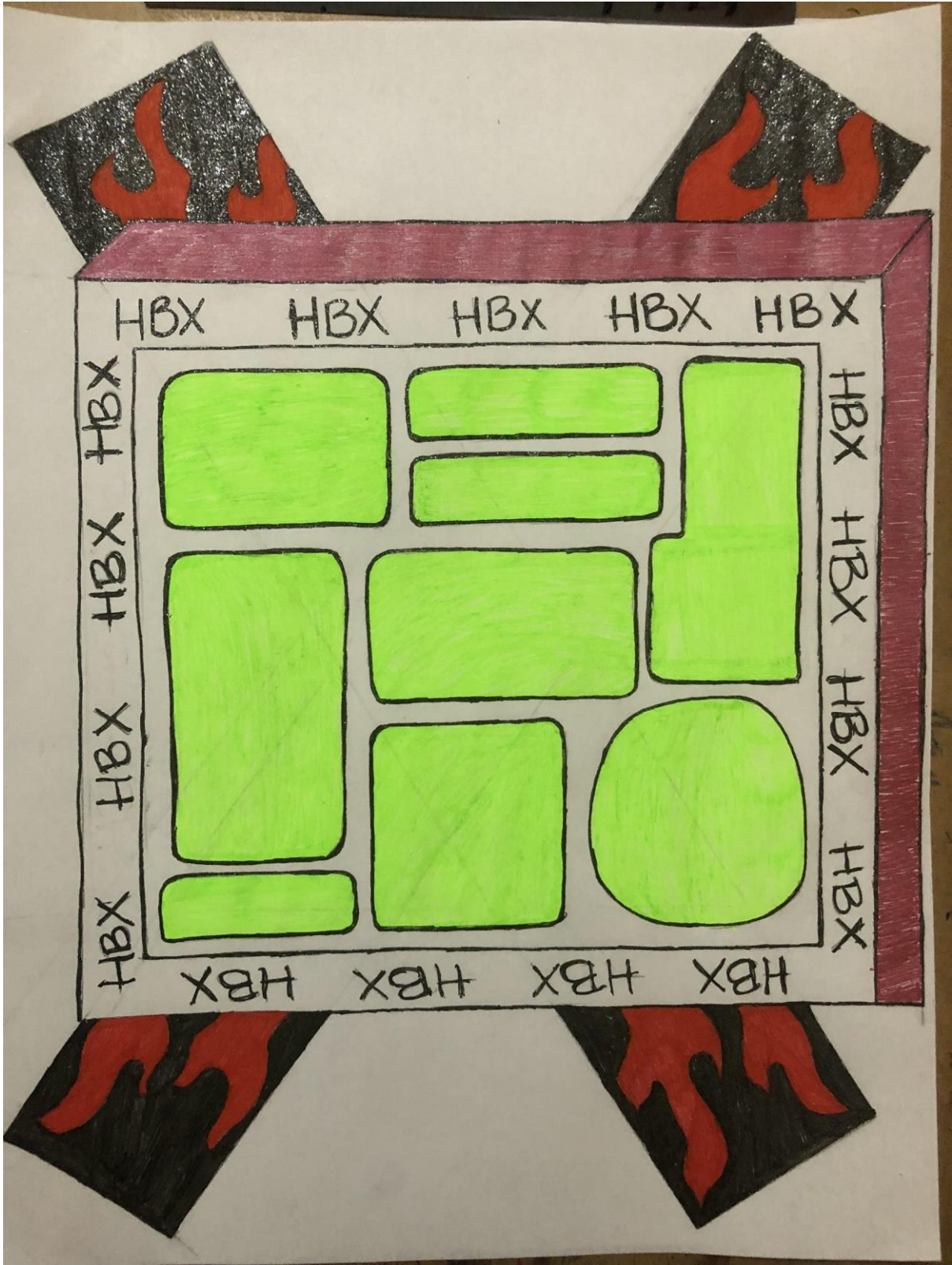
3. a) Modern & Urban in terms of the interface of the technology used in the kiosk as well as its visual design. Goal is to appeal to a younger crowd--preferably ages 18-32, that is up-to-date with street and athleisure wear and is willing to wear it with a twist. We hope to attract this group using bright colors and extraordinary designs (as seen in the attached sketch).

b) LOCATION: Dover Street Market (160 Lexington Ave)

c) The location we have chosen acts as a showroom for multiple streetwear fashion brands. We hope that our unique design and visual concept will intrigue customers to not only use the kiosk to "window shop" through the merchandise in order to get a feel of the brand's image but to also be memorable enough for them to continue their search at home and then purchase.

d) We have chosen two, single-sided kiosks against the wall for the construction.

4. HBX derived from the company Hypebeast. Hypebeast is the world's leading online destination for men's contemporary fashion and streetwear. Their motto is to "Driving Culture Forward."



5.

6. Online link: <https://hbx.com/>