

New Look

Brief:

To adapt an existing conversion to a mobile changing room for consumers to try on and find out more about the New Look "Denim" range.

Response:

To create a highly stylised "on brand" interior to function as a changing room, "Selfie" zone, nail bar and information zone. Lots of storage for goody bag give aways for consumers across the UK.

Result:

Despite the winter weather the bus stole the show at every high street it visited.

