

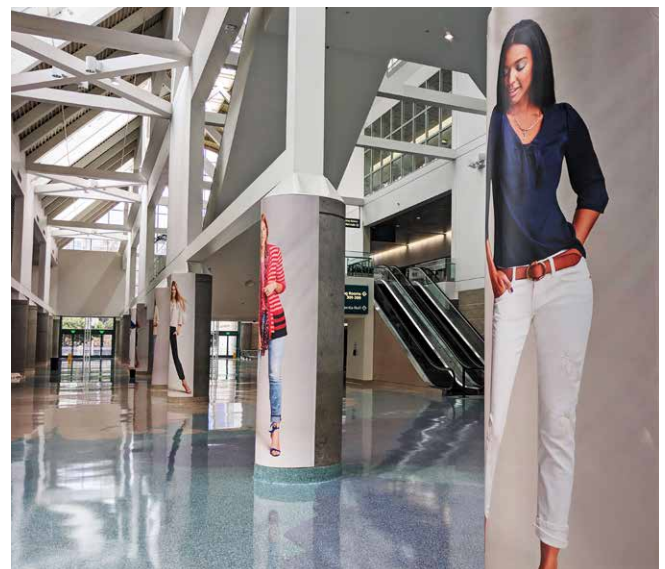
# Case Study

## CABI, THE SCOOP SPRING '19 / SEMI-ANNUAL FASHION SHOW



**LOS ANGELES** — The city of Los Angeles played host this month to over 3,500 women from around the country, who descended upon the city for The Scoop; the semi-annual fashion show, collection launch and in-depth business training hosted by Cabi. A leading social selling apparel business, Cabi is a designer women's clothing collection that is sold exclusively by its unique network of independent consultants through private, in-home trunk shows.

The Scoop brings together Cabi's expansive network of female entrepreneurs to celebrate the accomplishments of the past season and introduce the new season's collection. This season, the highly anticipated three-day event brought over 3,500 consultants, guests and employees to Los Angeles. Taking over the Convention Center, The Scoop brings in millions of dollars in business to the area through lodging, dining and transportation.





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Britten, Inc. contributed to the event with large format prints which greeted attendees at every turn, building excitement for the show and reinforcing the Cabi brand.

The entrances to the Convention Center were draped with oversized fashion photos and colorful messaging printed on huge fabric banners (some as large as 40' H x 40' W) that were suspended within the cavernous spaces inside the hall.

Several columns were wrapped with decal, while display stands were placed at key focal points outside of ballrooms and escalator areas. Elsewhere, temporary fabricated structures served to direct the flow of traffic and created a sense of arrival and destination.

We were thrilled to be a part of this enormous fashion event, and look forward to seeing the upcoming collection! 🗨️

