



LUCKY CAT CREATIVE

**Creative, conversational
& Collaborative**

A multi-disciplinary creative duo focused on
immersive and experiential branded live events
and experiences



**Creative
Strategy**

**Creative
Direction**

**Experience
Design**

OUR WORK

More than 35 years combined global experience across the creative industries. Brave, bold and dynamic in our approach and ideas, our expertise lies in strategic ideation, concept development with dynamic storytelling.



2016–2023

From immersive to experiential, B2B to B2C, conferences to 4 hour curated experiences to 3 day events...

Luxury B2B

Hongkongland Tenants' Party 'Celestial Nights'

Create a standout theme for HKL's 15th annual event that was beyond expectations from 2018. Staying in theme with HKL's reputation for hosting the most highly anticipated Christmas event in Hong Kong.

Event Concept

Get lost in the warmth and wonder at Celestial Nights. Inspired by the warmth and vibrancy of Arabia, Christmas was celebrated under a starlit canopy, a first for this event. Guests were greeted with fresh mint tea served on arrival against the soulful sounds of the darbuka and left with personalised bespoke gift bags. Telly Leung and Courtney Reed, the lead stars of Broadway's, Aladdin took the evening to new heights as the headline act. Spectacular entertainment, in theme F&B and Hongkong Land's favourite elements took centre stage for another fantastic evening.



Event Design

Dr Martens

AW/SS Launches

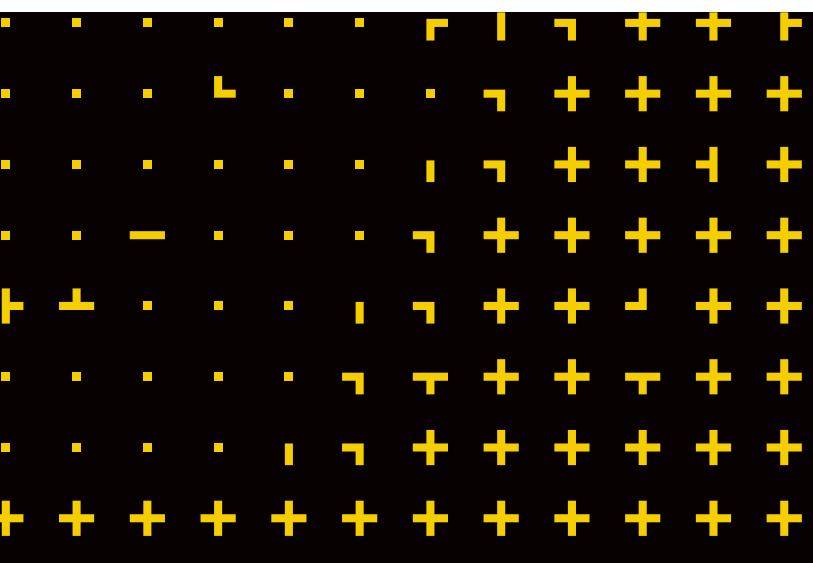
Presenting the iconic footwear brand with an edgy aesthetic to a global audience.

Having worked with Dr Martens since 2016 and developed an approach to seasonal product launches that places innovation at its heart, told through unique venues and found objects and immersive product spaces.

Continually evolving, I've created environments that reference the past and re-imagine it through the lens of an iconic footwear brand, be this a nightclub, the original DM factory or an urban future-scape. Working closely with product teams to ensure that presentations and workshops maximise messaging.

A 3-day event, where guests experienced a launch party and enjoyed London-centric evenings from junk-yard golf to a Specials gig.





Live Activation

adidas BRAND DAY

Refresh the buyers trade show by showcasing the new adidas Sport and Originals 2019 Collection for 250 buyers from across the region..

A curated, live showcase inspired by the adidas Creator Farm, physically bringing to life each of the new products in an immersive show and creative studio installation experience fueled by music, compelling visuals and animations, theatrics, dancers, and guest experiences. A finale catwalk showcase with a live singer was completed with a photo wall of each of the audience members using the treatment from the brand's campaign, Here to Create.





Motorsport Hospitality

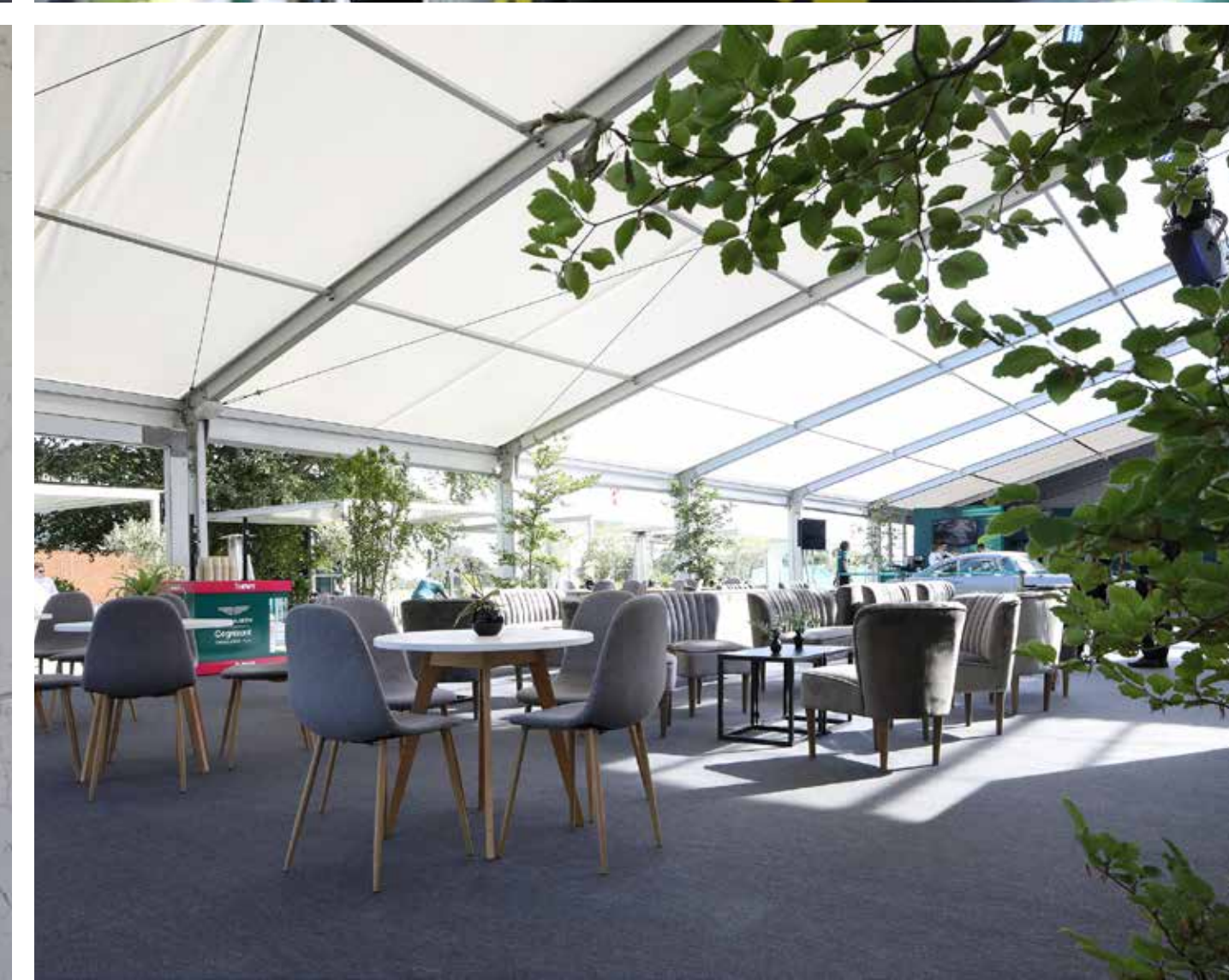
Aston Martin

British Grand Prix Hospitality

Introducing the Aston Martin Cognizant F1™ Team factory hospitality platform. A four day, luxury space for partners, team and fans to participate and experience throughout the Grand Prix weekend.

From initial design concept to delivery, each element, materials and technical overlay was extensively considered to ensure it was on brand and created the right environment for each event. The event space was changed multiple times to include gala and partner dinners, fan engagement events, VIP guest hosting and media events to launch the Aston Martin Valhalla.





Experiential + Digital

Eureka! California Wines

A multi-sensory journey, transporting you to the vineyards of California.

The inaugural launch of Eureka! with California Wines. The goal was to capture the essence of the Californian wine region, and bring it to London, taking guests on journey to build curiosity, desire to taste, and eagerness to discover more.

Exploring California's dramatic geological landscape up close via a 12m long, floor-to-ceiling wraparound video presentation of the wine country in the 'Virtual Vineyard, providing insight on how the mountains, valleys, coast, and climate shape the exceptional wines of the region.

The venue was split into multiple zones including a sensory garden, tasting lounge and sustainability showcase.



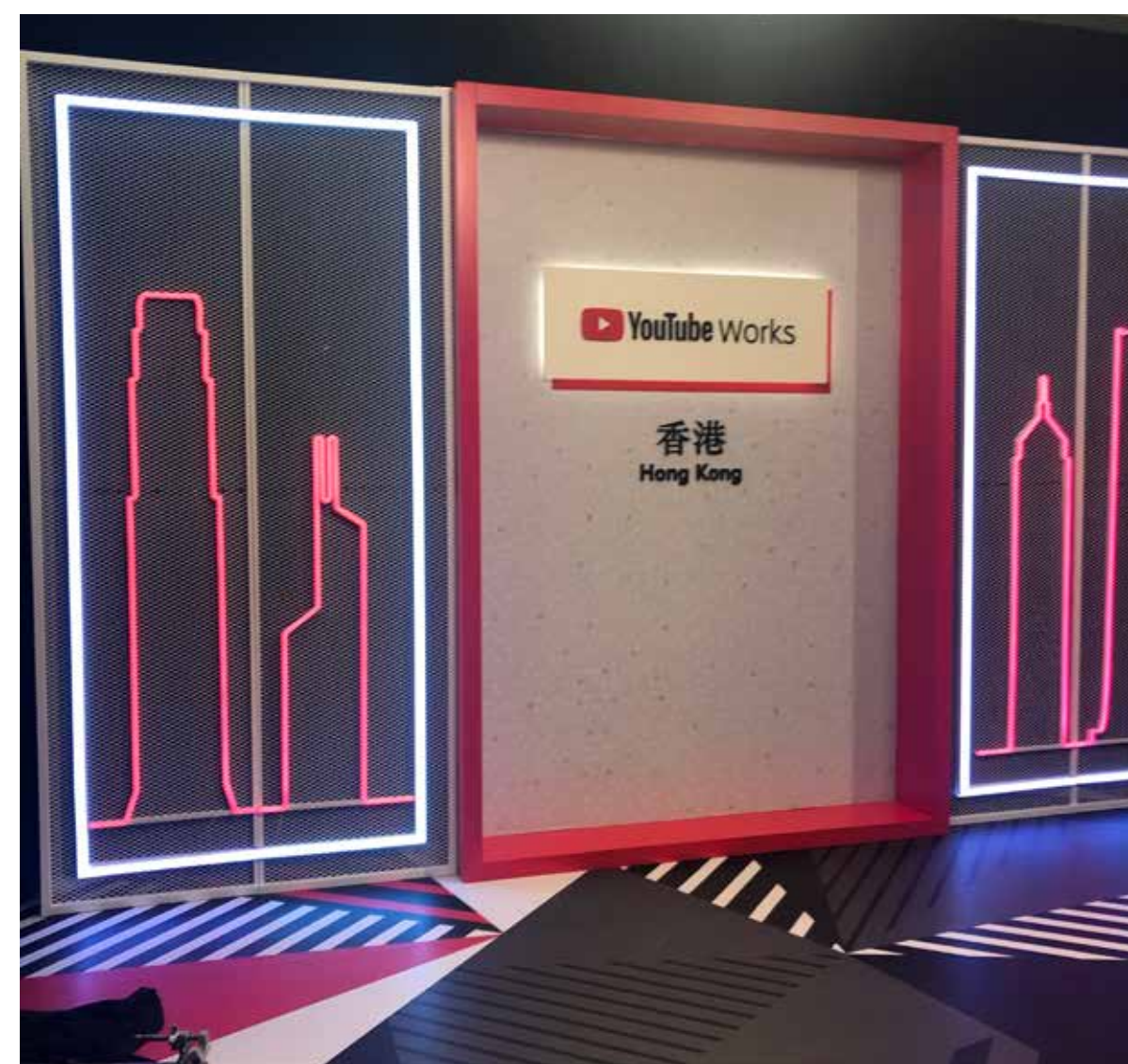
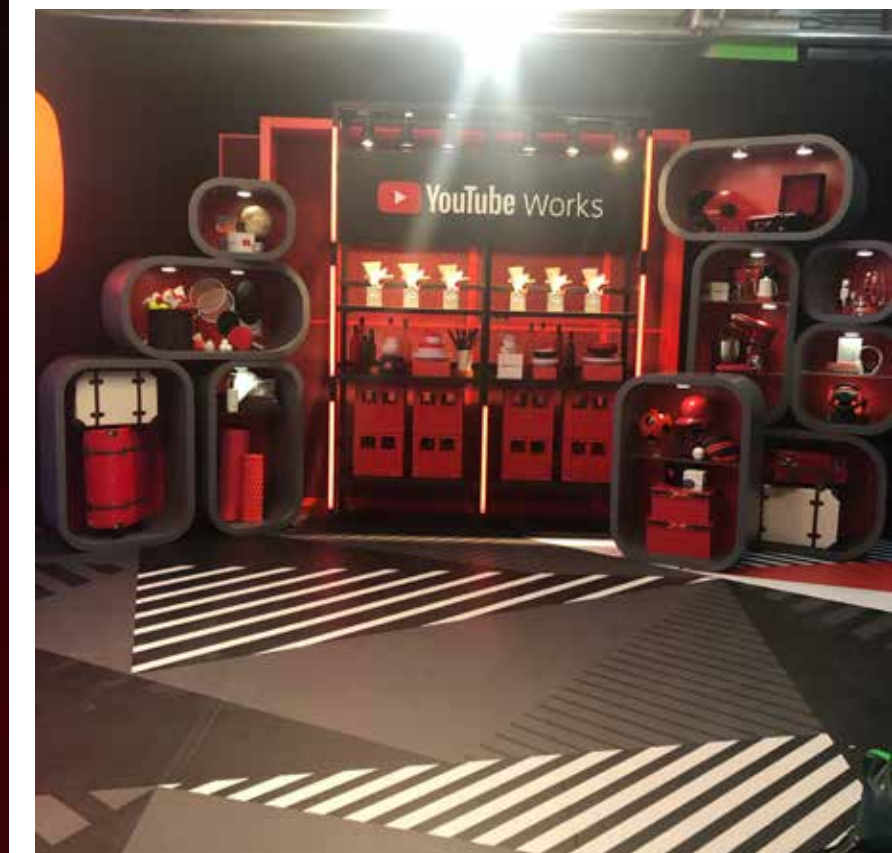


Awards

YouTube Works Awards 2021

I was asked to write the show script for the first YouTube Works Awards Hong Kong, an industry focused awards celebrating those brands who have showed creativity and utilised YouTube. As the show was bilingual, I collaborated closely with the Cantonese scriptwriter to ensure flow and alignment.

The script featured mini skits based on local Hong Kong culture interwoven with the awards categories and winners. The host, popular YouTuber and influencer, J Lou was new to hosting, I was on set to coach her for each segment - the awards was filmed in advance due to cover restrictions.



APAC Campaign

HSBC House of Jade

Create a standout event to capture and engage and introduce new clients to the world and benefits of HSBC Jade.

Concept

Created and developed, The House of Jade, a warm and inviting space that evokes a strong sense of prestige and luxury whilst being open and approachable, a place of total comfort. HSBC House of Jade was fuelled with exceptional branded F&B, the casual lounge area allowed clients to network with each other and with HSBC Executives.



Scenic Design

Autosport

Autosport Awards 2017-22

"Autosport Awards is the motorsport industry's most prestigious awards event, the only one to celebrate achievement across all the major series of the sport"

The Awards recognise the achievements of established drivers and the industry's luminary leaders as well as accelerating the fortunes emerging talent and has an ever developing scenic design, lounges and guest experiences.



B2B Private Experience + Scenic Design

Tommy Hilfiger

Private Dinner

Curate and develop a private and intimate thanksgiving dinner for 138 executive and senior members of staff at Tommy Hilfiger and PVH Group in 8 weeks from winning the pitch. The theme was thanksgiving family style.

An evening fuelled with a series of surprises, all American accents and a family style look and feel. I found a private home overlooking the skyline to host the dinner, ambassadors lined the hidden path with lanterns to guide guests. Live music via a terrace DJ and all American marching band played pop music for the CEO's toast and welcome. A magician was commissioned for an awards ceremony with a short fashion show between courses of the limited edition collection about to be launched. I developed the "Give Thanks" Thanksgiving Card activity, where by guests wrote a thank you card to a member of their team and it was sent to them. This initiative is now placed across all Tommy Hilfiger offices globally.

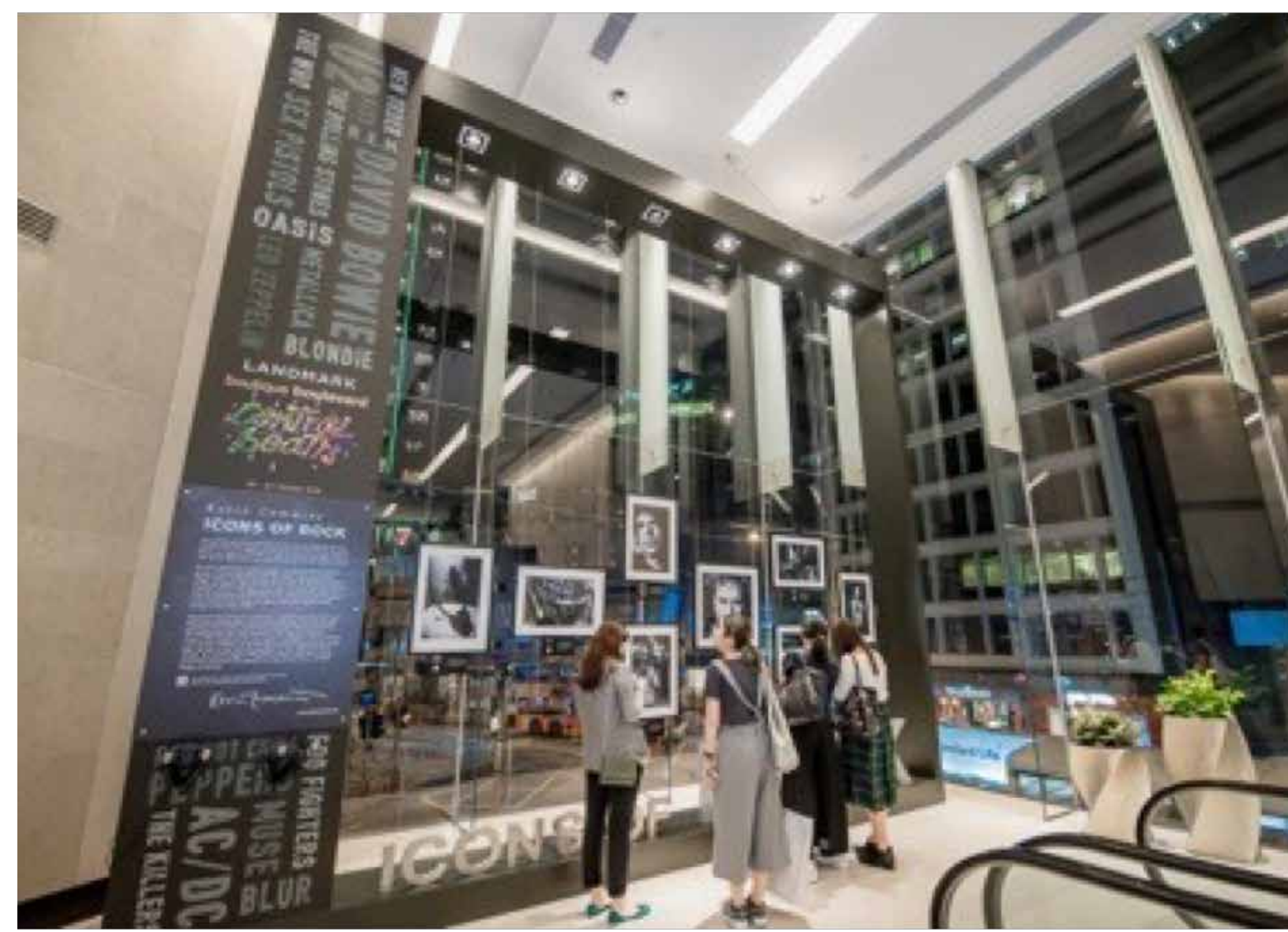


Luxury Retail Experience

Hongkong Land Boutique Boulevard

A private retail event with entertainment and exhibits across 4 buildings. Enhancing Landmark's reputation of excellence in terms of lifestyle and demonstrate Landmarks "talk of the town" signature for this VIP gathering. Supporting the brands, tenants business by bringing high quality traffic to the premises; and a traffic encompassing 1st generation as well as 2nd generation and professionals.

Based on the Central Beats concept, we collaborated and created 8 spin-off music genres that were applied across buildings and bridges of the Precinct (Landmark Atrium, Landmark Prince's, Landmark Charter, Landmark Alexandra) in the form of entertainment, food & beverage, installations, interactive multimedia, and exhibitions. A live orchestra playing a mix of traditional and contemporary pieces was set in the ballroom to take guests through the night.





BRAND EXPERIENCE

Overview

*Product launches, Brand showcase, Gala Dinners
and Pop-Ups*

Global Campaign

Heineken Shape The City Campaign

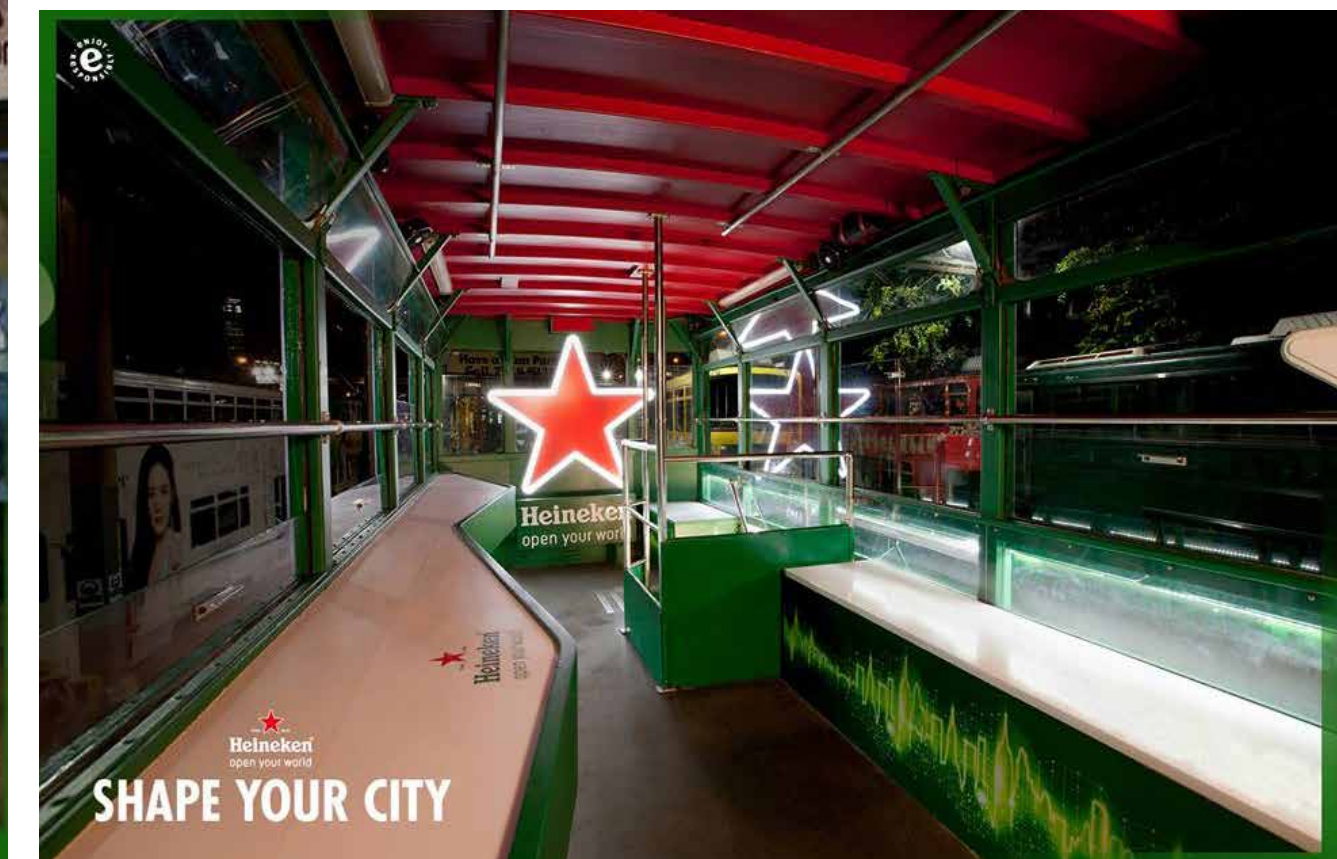
Event Objective

Create a standout event to capture and engage 25-45 year olds in Hong Kong under the notion of "Shape The City" bringing people together for an extraordinary event. Campaign to be solely executed via Social Media.

Concept

Get on Board to Get on Board! Hong Kong's first tram Bar Created and co-developed a world first with Hong Kong's first tram bar that travelled between Causeway Bay and Western Market. Using the beloved tram which has for decades shaped the city by turning it into a glowing green Heineken Tram- a tram to remember.

AGENCY
Luminous MSL



Automotive + Traveling Retail

Jaguar Land Rover

Global Touring Experiences

For both Jaguar and Land Rover I've developed touring kits to be used at indoor sales events, designed with engaging digital and hands-on experiences that invited guests to "play" and immerse themselves in the vehicles and its options.

With a range of digital and tactile elements that had to match the design details of the vehicles I worked closely with the JLR in-house automotive design team at their Midlands studio.

Launches:

Land Rover Discovery

Land Rover Sport

Land Rover Velar

Jaguar F-Pace

Jaguar E-Pace

Jaguar I-Pace





Conference + Celebration

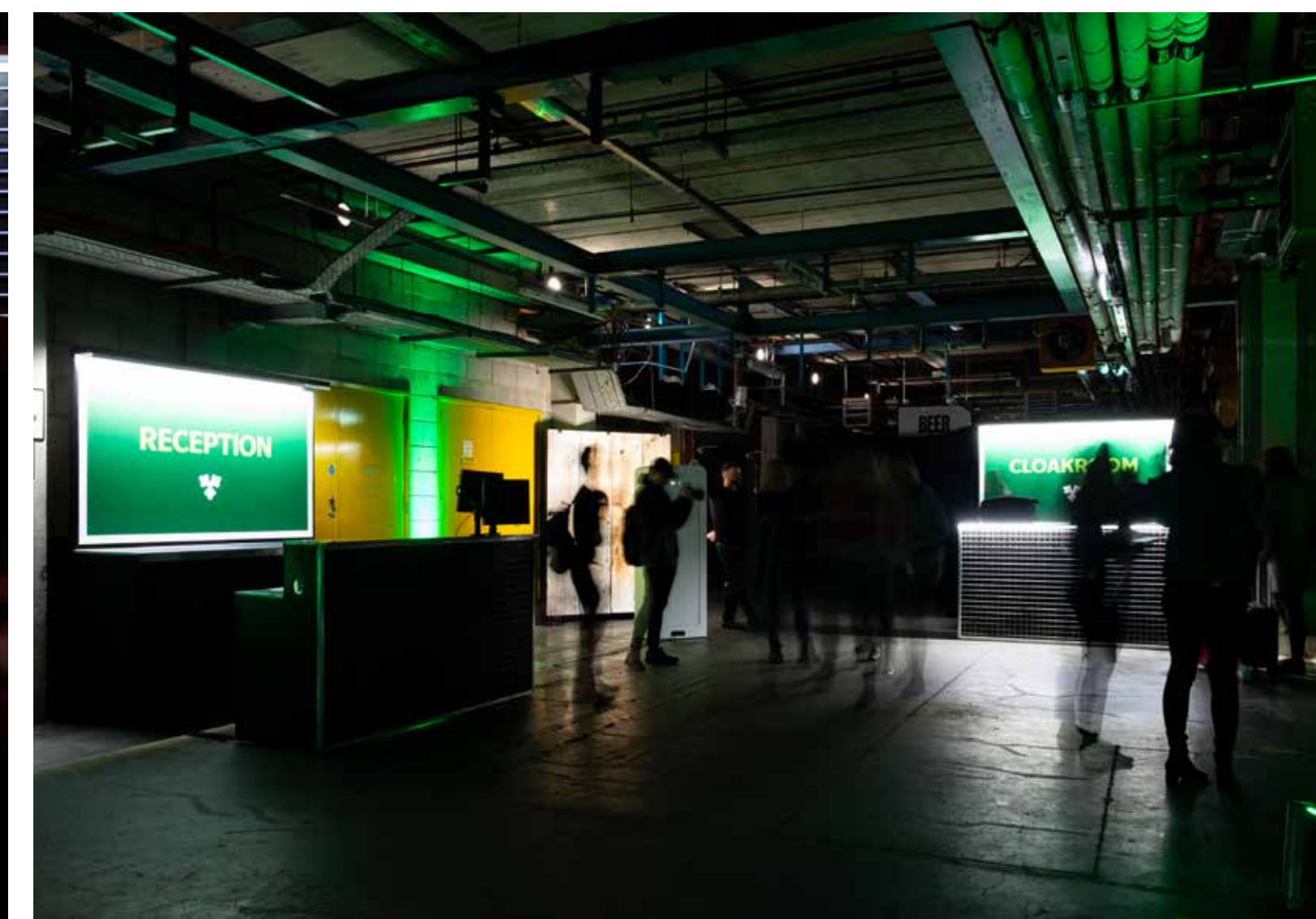
Carlsberg Annual Conference

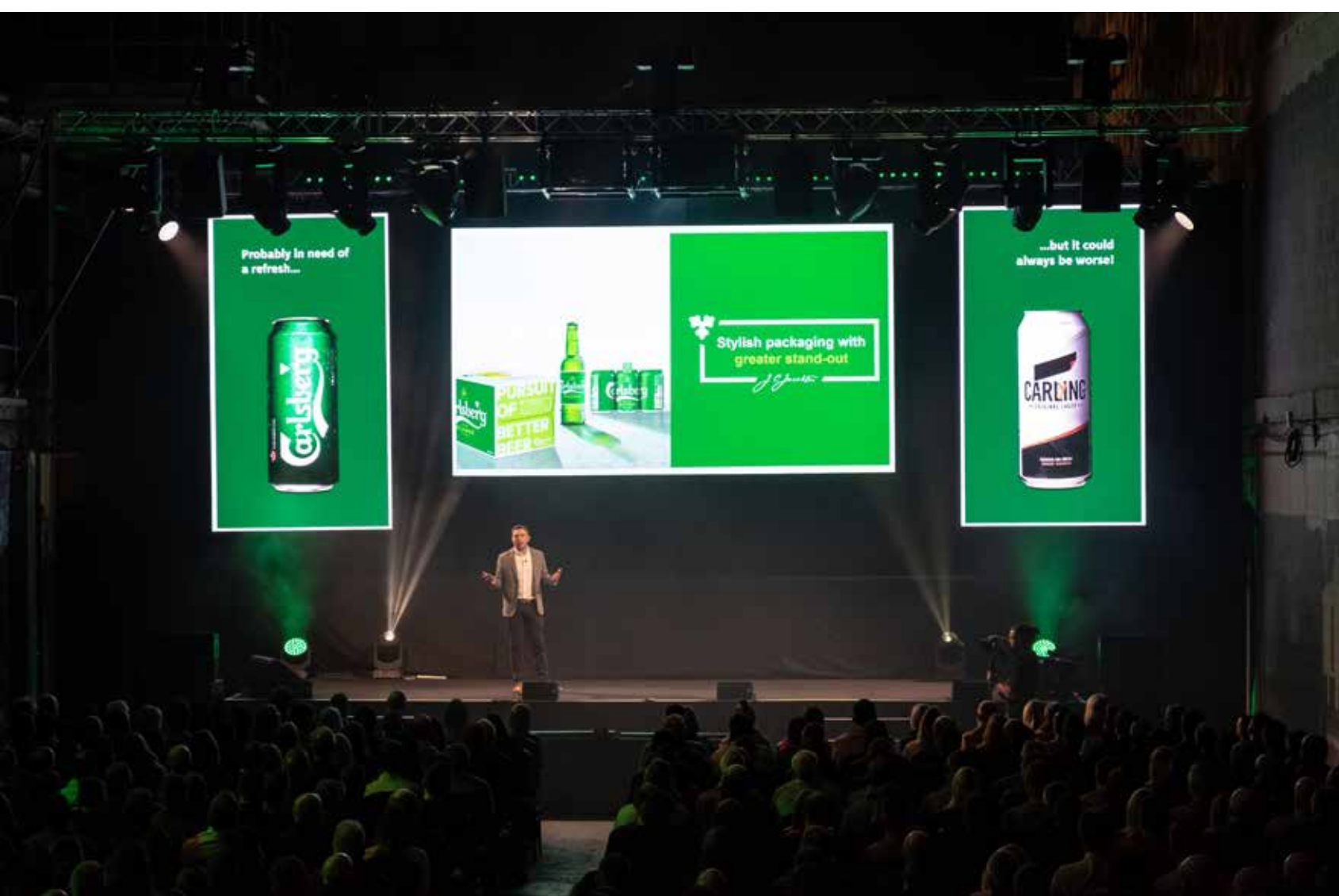
"Now I know what it would be like to work for Apple"

Creating an industrial future thinking conference in one of London's newest venues provided an exciting challenge to devise and execute.

With multiple events during the day to an immersive tasting for 500 guests, this was a chance to bring the new brew launch 'experience' to the staff of Carlsberg uk.

All in one of my favourite venues.





Festival Bars

San Miguel

Somerset House & Wilderness

For two summers we designed destination bars for San Miguel and Mahou at the iconic Somerset House on the banks of the Thames and Wilderness Festival. Each bar provided differing experiences based around Ibiza vibes.

A new bar for Mahou became the Madridian party Terraza, banging out tunes and beverages till the early hours, San Miguel provided a relaxed laid-back Ibiza vista for consumers to grab a drink and watch the sun set over the atrium stage.



Launch

E1

Boat Launch & Series Reveal

Held at the Yacht Club de Monaco, with the waterfront as our backdrop, the VIP cocktail party celebrated the official launch of the RaceBird. Guests were immersed into the brand with a step & repeat for the perfect photo opportunity on arrival and a floating E1 Series logo in the centre of the venue's luxury pool. The RaceBird was revealed through a dramatic light show imitating the motion of the ocean, bringing to life the boat and creating that unforgettable reveal moment.





CAMPAIGNS

Overview

Global campaigns.

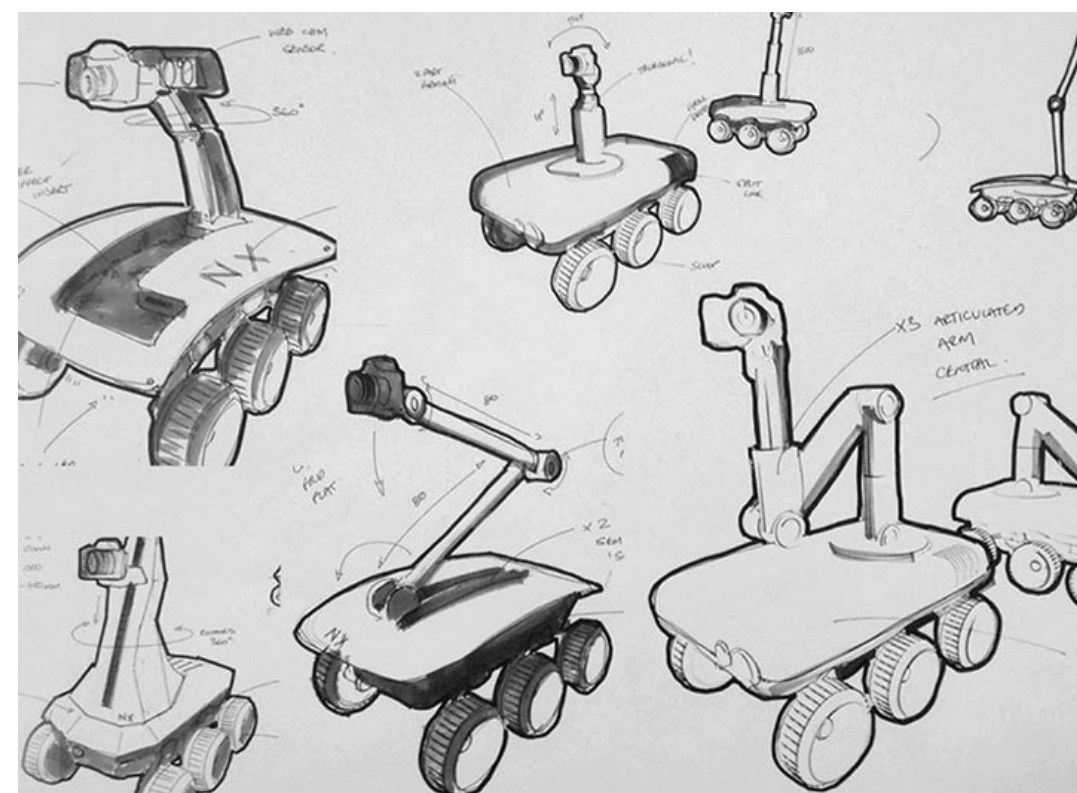
Advertising Campaign

NX Rover

SAMSUNG

To launch and showcase the NX camera for Samsung, we created a campaign in which guests virtually control the NX Rover at a number of global photo-shoots and had the HiRes images instantly delivered to their inbox.

In addition to working closely with strategists and art direction, I designed the NX Rover with the technical team to ensure the Rover's articulated arm and camera function was fully controllable from a remote desktop, requiring many hours of coding.

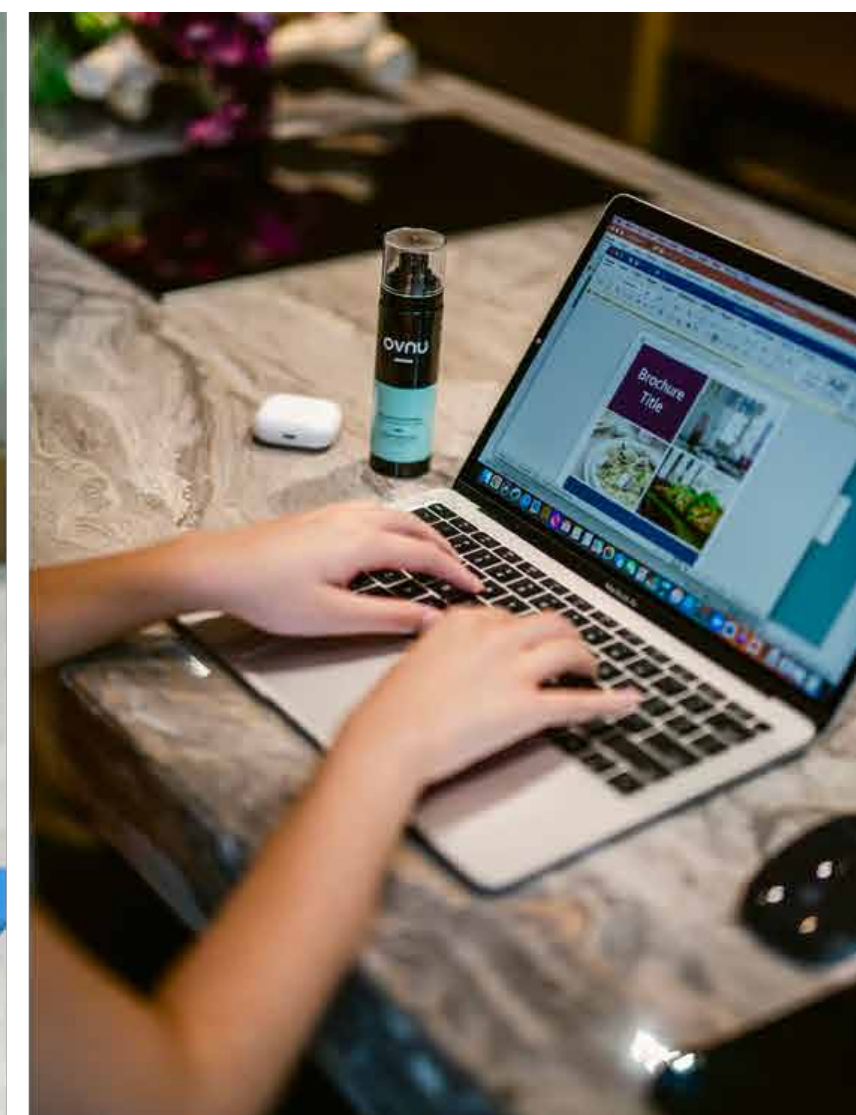
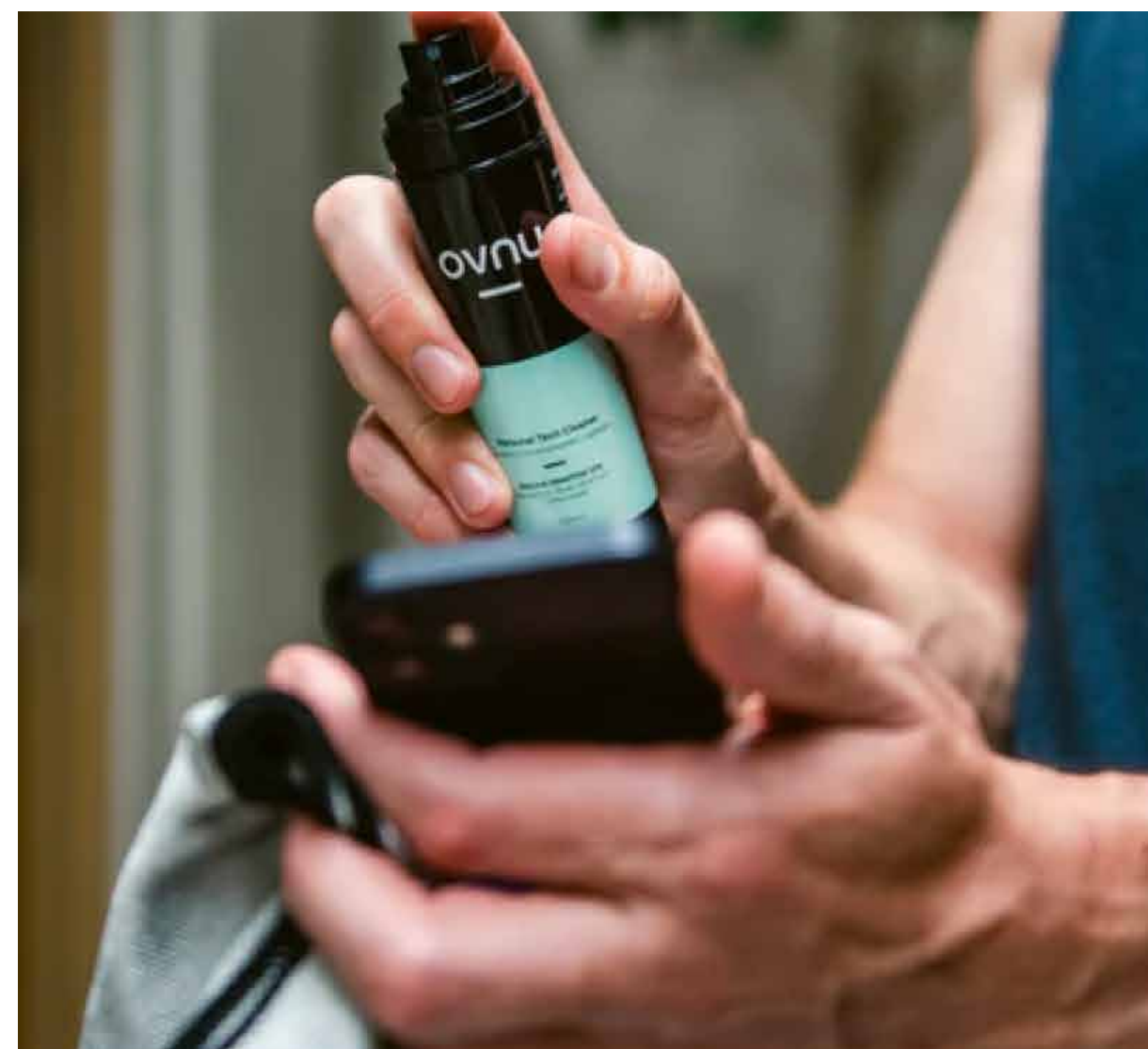


Creative Consultancy

OVNU TECH

OVNU offers personal tech cleaning products and wanted to elevate their brand to include a line of scented products.

I collaborated with the OVNU team to develop their first line of scented products using essential oils to revitalise and calm. I consulted to develop a brand and product strategy that included more lifestyle opportunities outside of the working environment to help build their brand. Whilst also advising on partnerships, product types and categories to help improve brand awareness..



Brand Experience

Carlsberg

NY Dawn

"A watershed moment... a chance to relaunch and reposition the brand to truly excite our customers for the future."

Going back to their roots by creating an authentic Danish experience in the original Carlsberg Brewhouse in Copenhagen.

A totally immersive journey experienced by a maximum of 10 guests at a time that told the future story of Carlsberg and their ambition, inspired by their past. The experience ran for 10 days and was then replicated in two UK locations.





Brand Activation

Mahou

Sundown Series

The Mahou Sunset sessions was a pop-up brand immersion for the biggest selling beer in Madrid 'Mahou Cerveza Especial'. A six-week programme of Madrid specific activity that centred around a bespoke Mahou bar in five different locations nationally. Each week consumers were invited to partake in a differing expert lead activation to immerse and inspire the attendee. Sessions ranged from Tapas making through to Madrid street art and Madrid acoustic sessions. At each event, visitors had the opportunity to sample pints of Mahou poured from the iconic font, which was a centre piece of each bar.





AUTOMOTIVE

Overview

Our experience goes wide and deep when it comes to automotive (JLR, Aston, F1). Bringing and all its nuances to life in spectacular immersive storytelling fashion

Motorsport + Live Experience

Formula 1

F1 Live

An experience that would engage the whole city and showcase F1 for new owners Liberty Media. With buy in from the local authorities, F1 Live incorporated core four events rolled into one.

F1 educational showcase, with local schools during the day. During the afternoon we staged a drivers walk and car run in Whitehall (which we had to tarmac afterwards).

In the evening, a fan festival and concert in Trafalgar Square, with bespoke VIP hospitality experience for 700 guests at the National Portrait Gallery.



Automotive

BMW

Lead The Change Seminar Series

Event Objective

As part of the launch for the new BMW 5 Series, BMW Hong Kong wanted to invite key leaders and players from the business community to share with the Hong Kong business and entrepreneurial community how they lead the change over the last 18 months since the pandemic began. The event needed to be hybrid with a limited in-house audience and live streaming.

Concept

Intimate, offering an open platform to share, influence and inspire, The BMW Lead the Change Seminar Series ran over the course two sessions at their Wan Chai Showroom.



Public Show

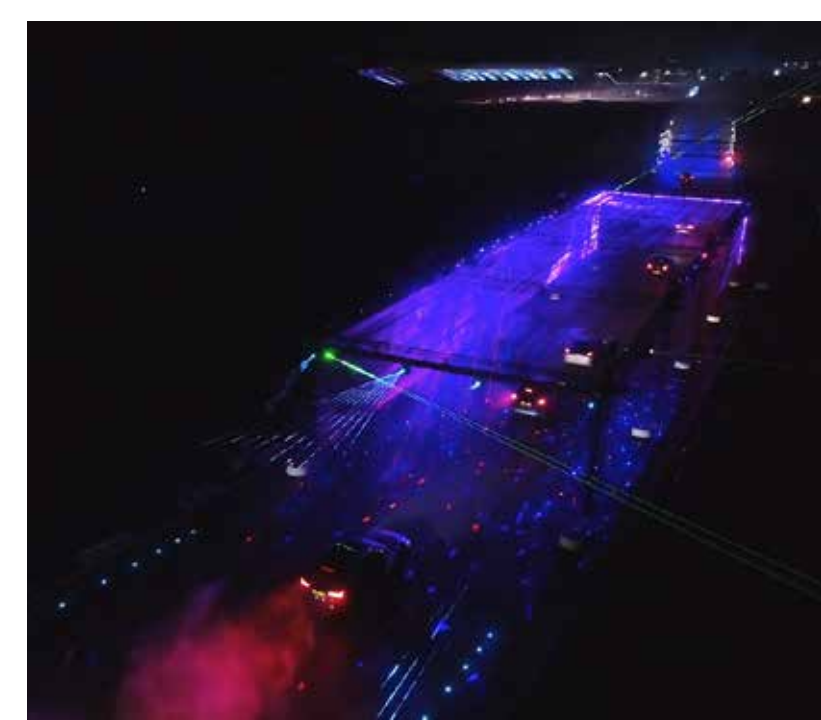
Silverstone

Lap of Lights & Lodge 2020-21

Silverstone Circuits

First developed as a response to lock-down, on-site crew and technicians used 1120 lighting fixtures, 60 miles of cables and 48 lasers to turn this idea into a reality.

Returning in 2021, the event has grown with the addition of 'The Lodge' an experience which includes ice skating, food and family-focused activities from curling to axe throwing.



Motor Show

IPACE

'ELECTRIFIES'

GENEVA

Designed to create an impact for the launch of the first all electric Jaguar IPACE at the Geneva Motor show and targeted global events. A fully immersive projection mapped space with bespoke content telling the story of IPACE from concept to road, with a VO from Mark Strong.

As well as the immersive experience guests would exit to discover the IPACE.



Motorsport

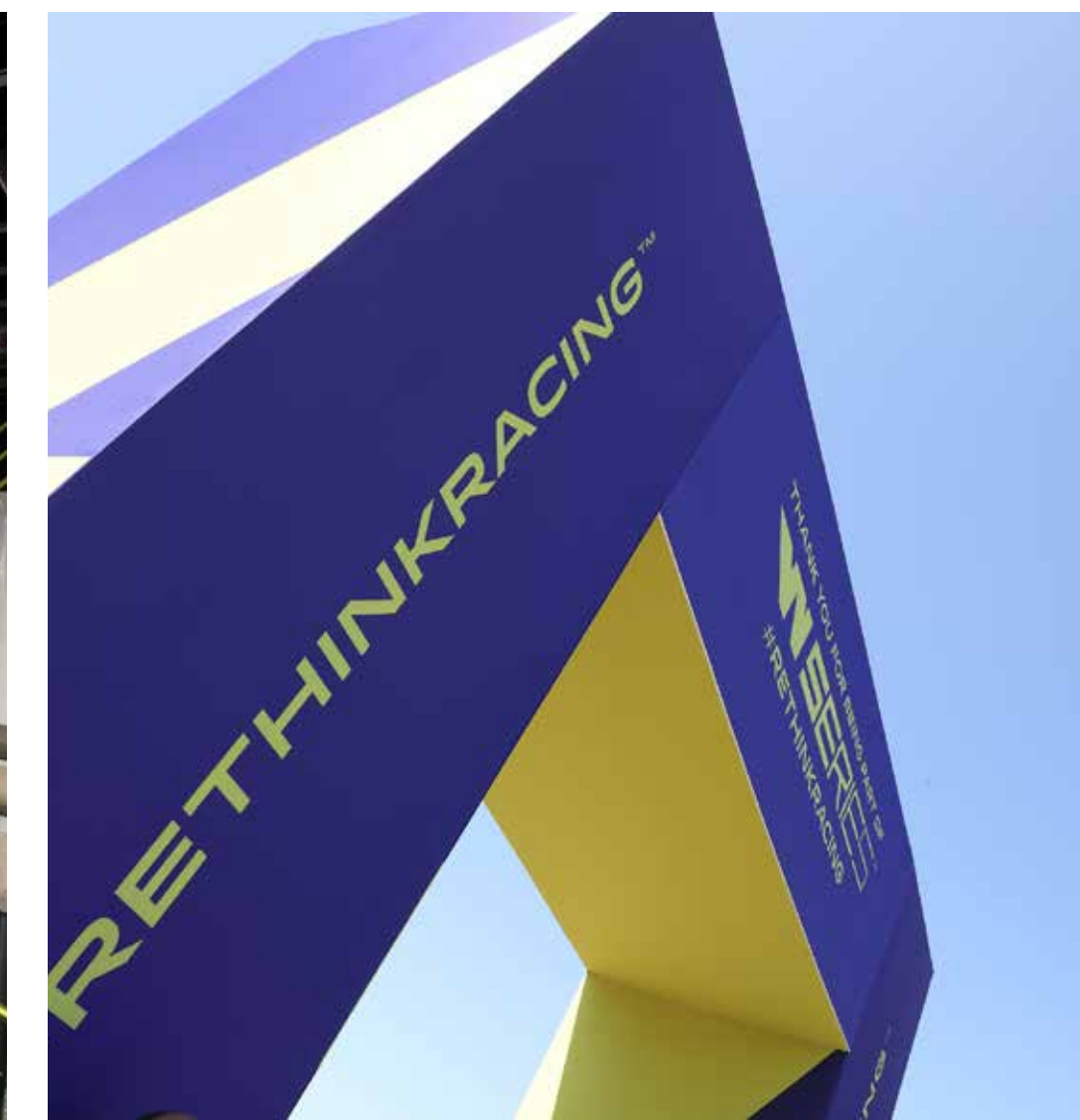
W Series

WHQ & Fan Zones

A hospitality and fan experience as innovative and ambitious as the race itself.

Modular in design, W HQ has toured Europe with the inaugural race series. On the outside its statement design attracts attention. On the inside a stimulating experience with a plethora of interactive elements to engage and educate racegoers on the ground-breaking movement in motorsport.

The connected Fan zone is a showcase and designed to be welcoming to all with multiple activations and live shows.





LUXURY

OVERVIEW

Bold experiential and immersive storytelling for high impact memorable experiences and events.

LUXURY

Cartier

The Royal Collection

Create an immersive experience like no other for the 4th Chapter of the Cartier Royal Collection Exhibition and Gala using the overall tour theme of Versailles.

A recreation of the Garden of Versailles as guests enter the Four Seasons and begin their journey as they enter the Cartier Royal Palace.

Exhibition – dividing the space in to 4 private Palace themed rooms including the throne room with a long red carpet and ceiling projection for the pinnacle pieces along with 12 private viewing rooms.

Gala – A Royal Affair. Guests are escorted from the Garden Cocktail reception by Royal Guards into the Palace ballroom. The set is based on the façade of a palace that had multiple entrances for jewellery showcase and three acts including a headline act. A live orchestra playing a mix of traditional and contemporary pieces was set in the ballroom to take guests through the night. activations and live shows.



LUXURY

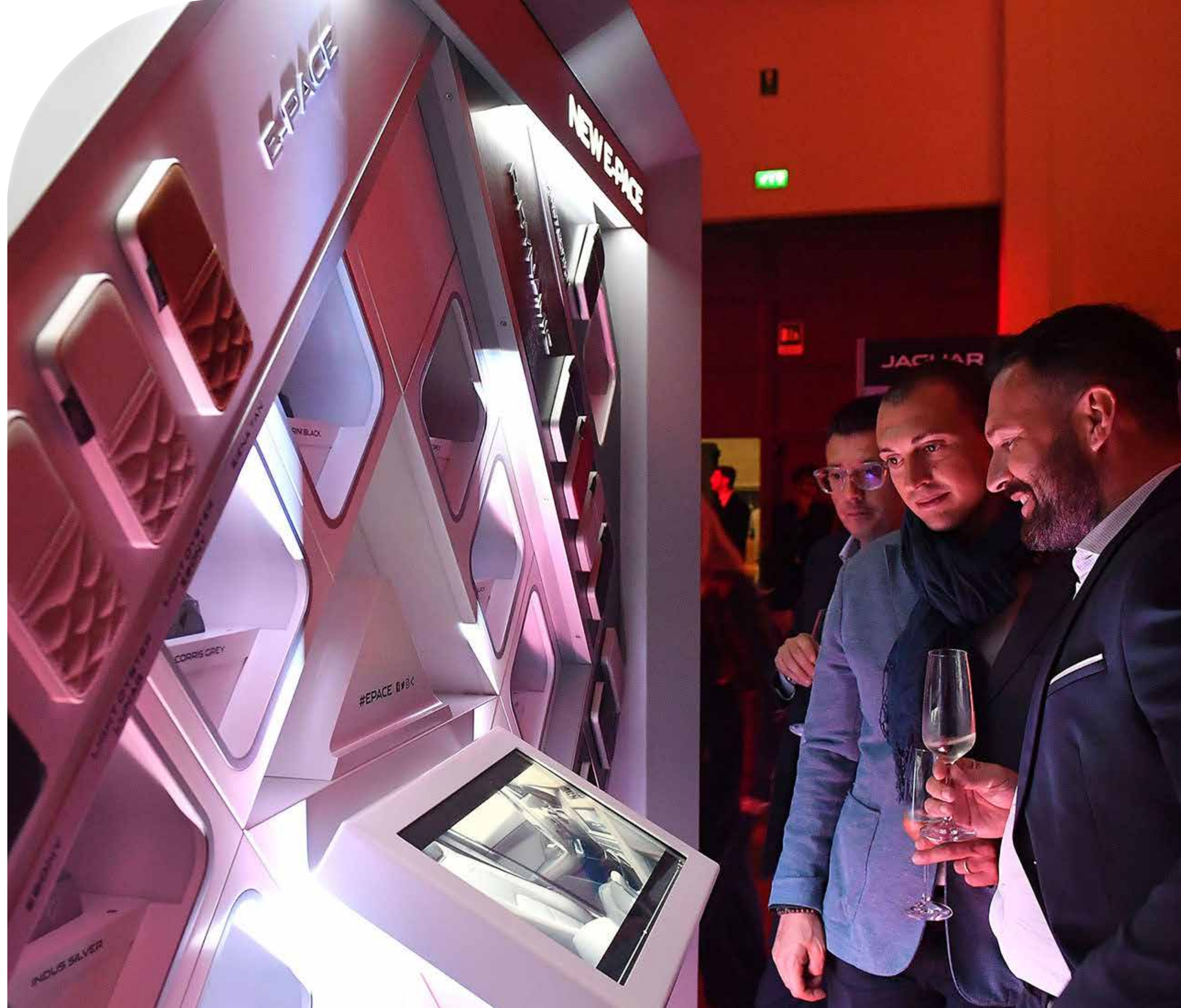
Jaguar

EPACE EXPERIENCE

An exclusive Jaguar EPACE launch event giving guest the chance to fully experience the EPACE in an immersive and interactive experience.

Creating a range of digital and tactile elements that follow the design of the vehicles.

Events were held globally with all assets touring.







RETAIL EXPERIENCES

OVERVIEW

Fun, immersive and engaging, bringing audiences closer to brands

Retail Design

ROUGH TRADE

EAST & WEST

Back in 2007, as record stores were closing across the country and no one wanted to buy vinyl, I was fortunate to enough to work with a team that created arguably the best music store in the country.

David Adjaye Associates

Having already delivered the refit for the iconic West London store and created the launch materials and branding for the album club, I was asked to partner with David Adjaye (an avid customer at the time) in the design and build of the store.

Located in the former Truman Brewery, the 5000sqft store off Brick Lane, the record store has a cafe, snug, office space and the ability to put on free music gigs for 200 guests.

It's been great to watch this store flourish over the years and open sister stores in Nottingham, Bristol and New York and soon Berlin.



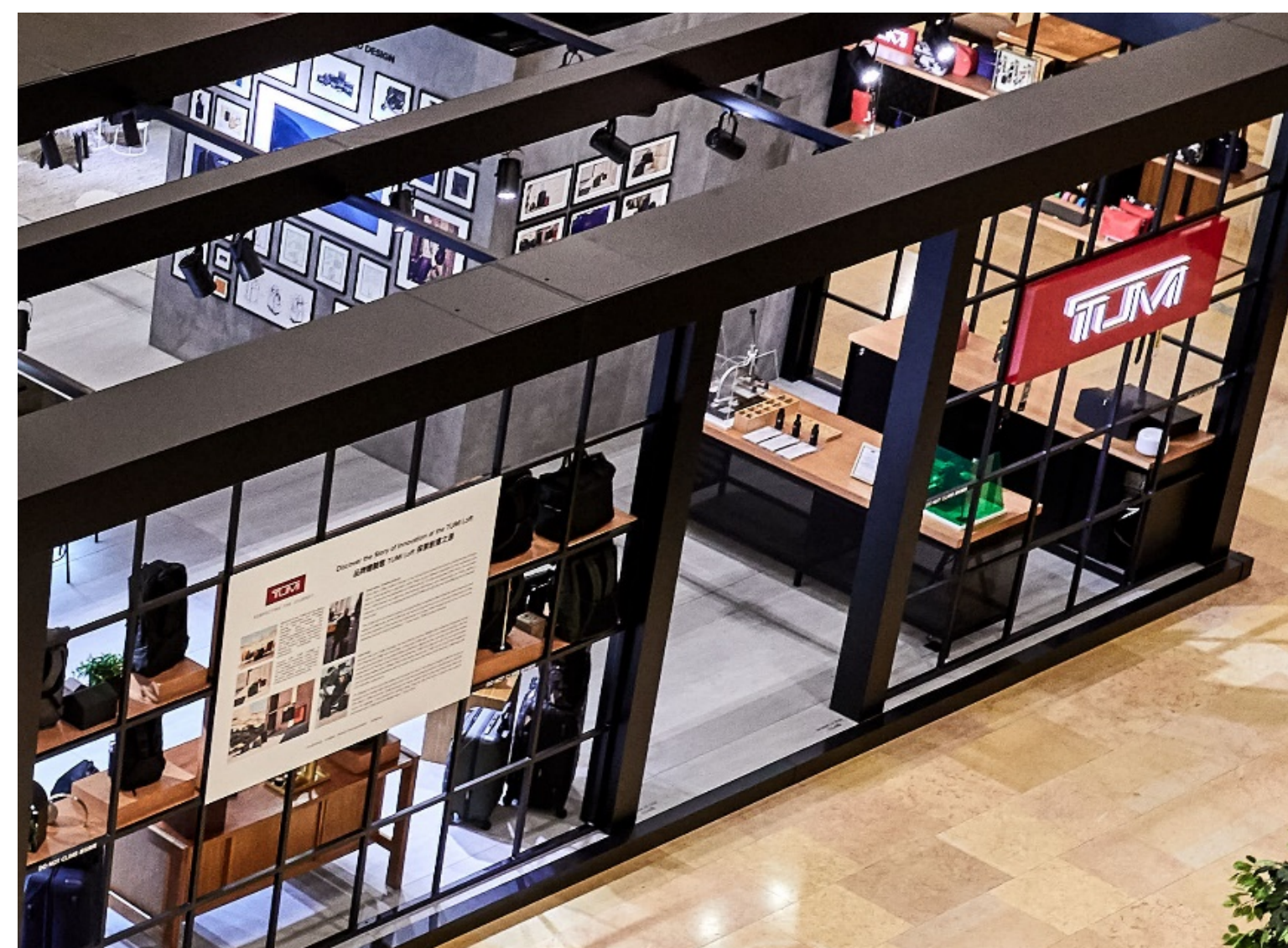
Retail + Live Activation

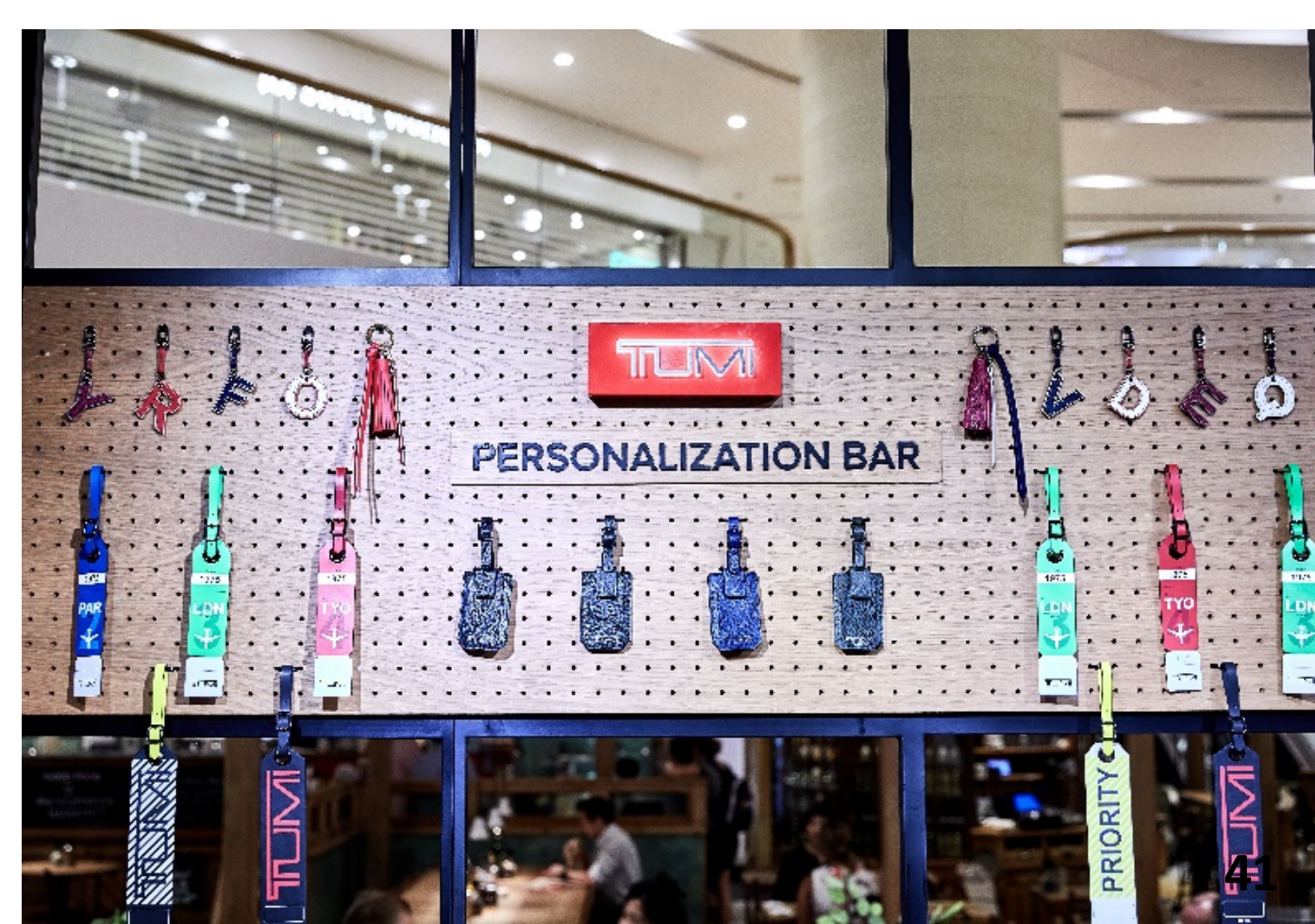
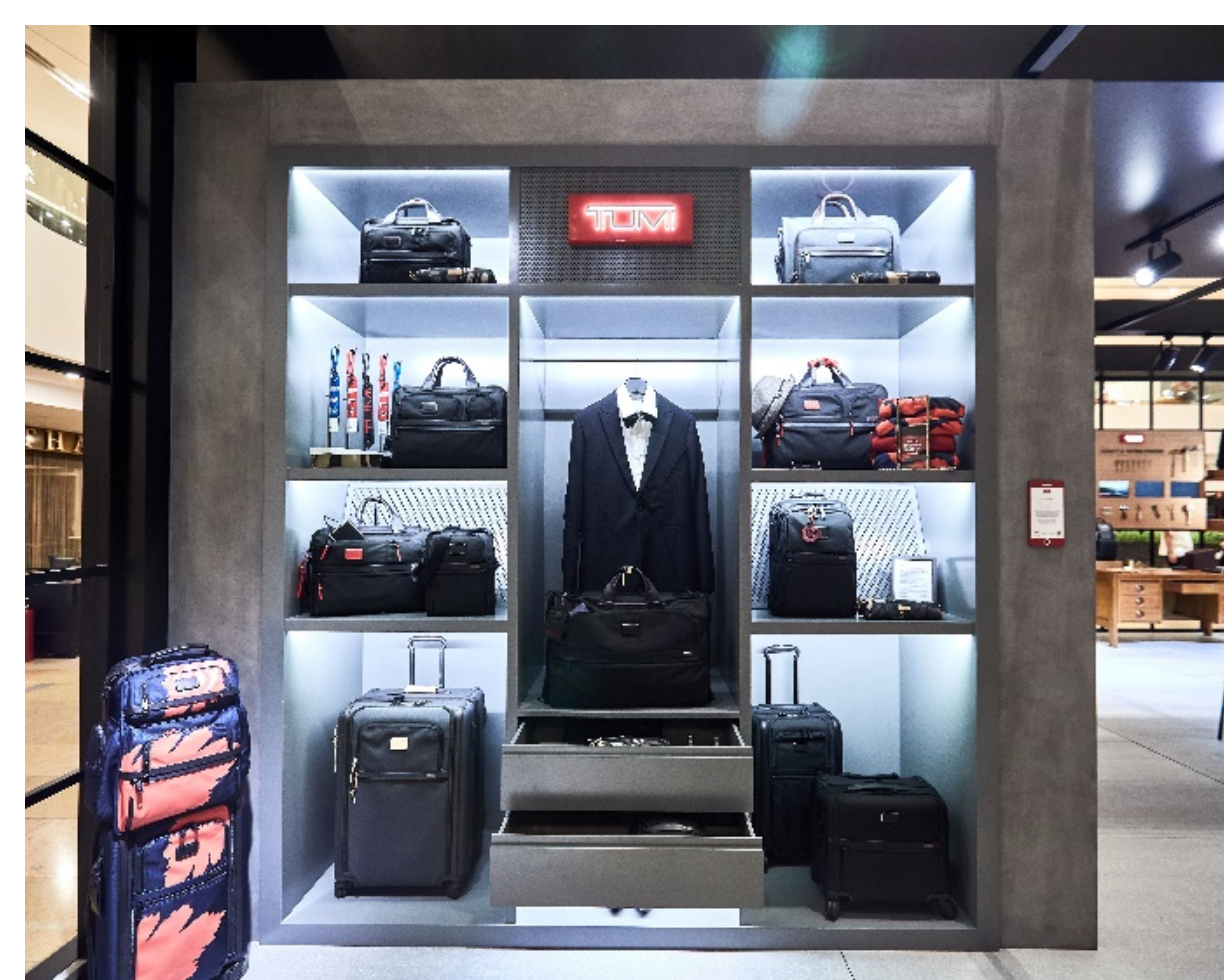
TUMI

DNA LOFT

Showcase TUMI's DNA and heritage whilst launching the new Alpha Bravo Collection with Brand Ambassador, Hollywood A lister Chris Pratt in way that attracted existing and new fans of the brand.

An open, premium loft style space that serves as an authentic expression of TUMI's aspirations and individuality while hinting at the brand's New York roots. Here, the heritage and DNA of TUMI is brought to life via an exploratory journey to discovery. Underpinning our creative and serving as an opportunity to showcase TUMI's creativity, innovation and design. Offering consumers an unparalleled retail experience that interweaves an elevated lifestyle within an urban New York creative studio environment.



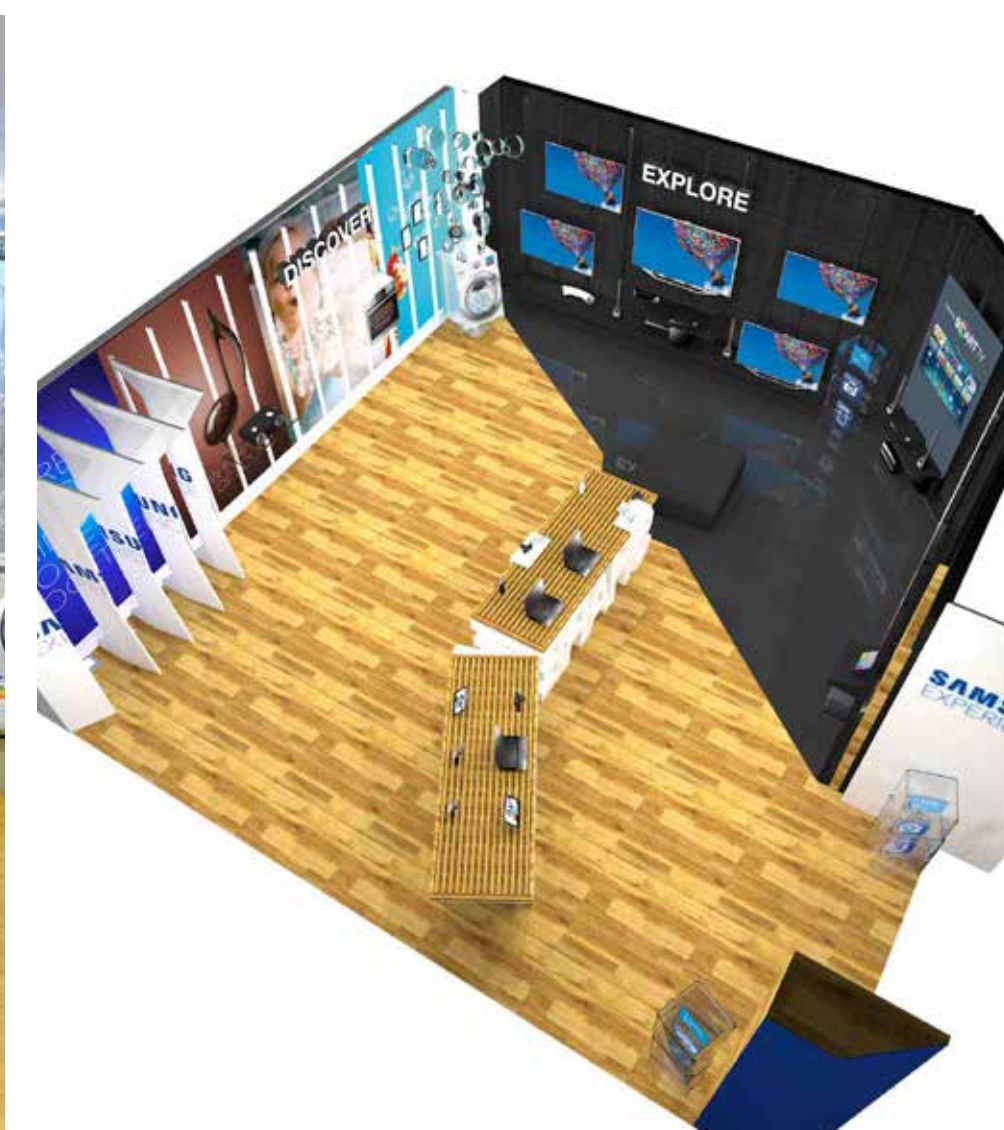


Retail Design

Samsung Experience Stores

As well as implementing The Korean Samsung store design across the estate, I designed smaller concept stores based around lifestyle and use.

Modular in design, for a limited roll-out within the UK, these small concept stores were designed as a place to explore technology in a directly relatable way to the consumer. Hero products were selected and combined with the ability to digitally explore the full range of related products.



Retail Design

Galaxy Studio

Working with Cheil we created a pop up in then newly created BOX PARK Shoreditch.

Curated Talent, Flexible Space

Rather than create another mobile store (which was the brief), we challenged the client and created blank canvas in to which we invited partners to offer a range of experiences around Samsung technologies, from fashion bloggers to artists to residency for Defected Records.





THANK YOU

for taking the time...

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stu@luckycatcreative.uk

bhavini@luckycatcreative.uk

London-Brighton based