

Client  
Project  
Date  
Version

Nike NA  
Nike x Stranger Things  
07.06.19  
v4

# Nike x Stranger Things

hotel

## Brief

**Through the lens of Nike '85, Sport '85 and Stranger Things 3 create the retail look for a series pop up events and store takeover across North America. A series of disruptive moments and immersive experiences will build excitement ahead of the 6/27 launch.**

## Background

Nike will be launching 3 product drops to celebrate the launch of Stranger Things 3.

# Timeline

6/11-13

SNKRS Cam  
E3 Expo // LA

6/27

Hawkins Pack Retail  
Launch  
@KITH // LA

7/1

OG Pack  
Retail Launch  
@KITH // NYC

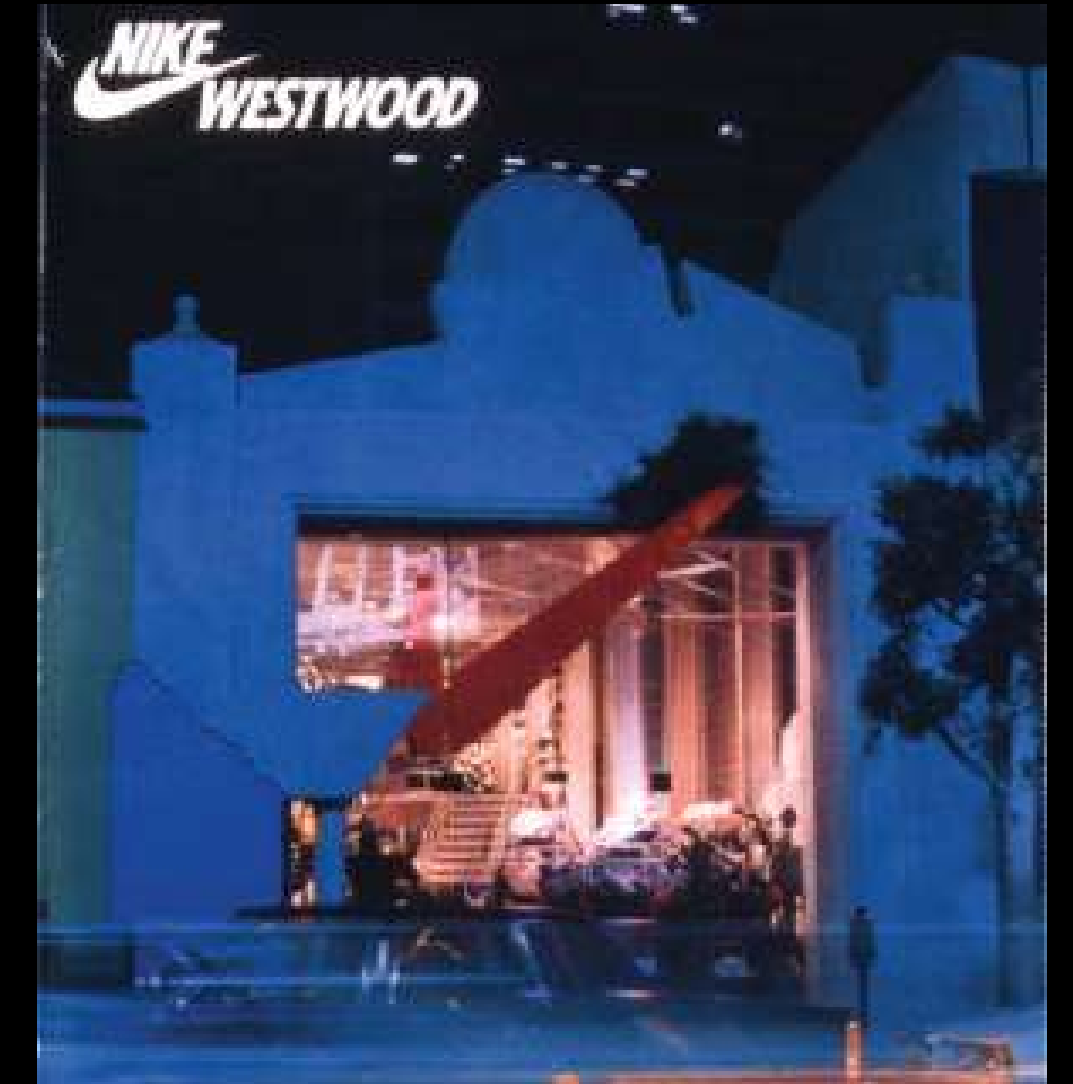
7/30

Upside Down Pack  
Launch  
SNKRS

# Reference

## Nike '85 x Sport '85 x Stranger Things 3

Nike x Stranger Things Reference





# LA Activations

**6.11 - 13**  
E3 Expo LA

**6.27**  
Hawkins Pack Retail Launch

Kith LA  
Bait LA

# Kith LA - Exterior

## Upturned Truck

Consumers will enter through the  
upturned truck into the 'upside  
down' locker room experience.

Kith LA - Exterior

Nike x Stranger Things Reference





# Kith LA - Exterior

## Option 1a - Upturned Delivery Truck

Nike x Stranger Things Vector

Location



Kith neon logo that is normally present has been turned red and is upside down



Sacked delivery boxes, fragments of palettes and the missing shoeboxes. Strawn boxes from the delivery are piled up. The biggest one has the Stranger Things logo printed on it.

Cracked glass vinyl on outer doors. Inner doors are covered in black semi-transparent madico. Doors work as normal.



Consumers can walk through the back of the upturned truck (front is missing) to enter the space

# Kith LA - Exterior

## Option 1b - Upturned Delivery Truck

### Location



Kith neon logo that is normally present has been turned red and is upside down



Sacked delivery boxes, fragments of palettes and the missing shoeboxes. Strawn boxes from the delivery are piled up. The biggest one has the Stranger Things logo printed on it.

Cracked glass vinyl on outer doors. Inner doors remain open in the day and black 'butchers curtains' hang in their place allowing for full functionality of the air conditioning



Consumers can walk through the back of the upturned truck (front is missing) to enter the space

**Kith LA - Exterior**  
Option 1a



Kith LA - Exterior  
Option 1a



# **Kith LA - Interior**

## **Hawkins High Locker Room**

Consumers will enter through the upturned truck into the Hawkins High locker room in the 'upside down'. Smashed lockers, flickering lights, ephemera from 1985 provide the backdrop for an immersive product experience. Consumers will walk through the locker rooms and enter the rest of the store via the wet room.

# Kith LA - Interior

Nike x Stranger Things Reference



# Reference

Nikep6StialgerThingsTitReference



# Kith LA Interior - Elevation Overview

Nike x Stranger Things Vector

LHS



Entrance View



RHS



Top View





# Kith LA Interior - Elevation 1

## Entrance View

Existing shoe installation  
lit with red light

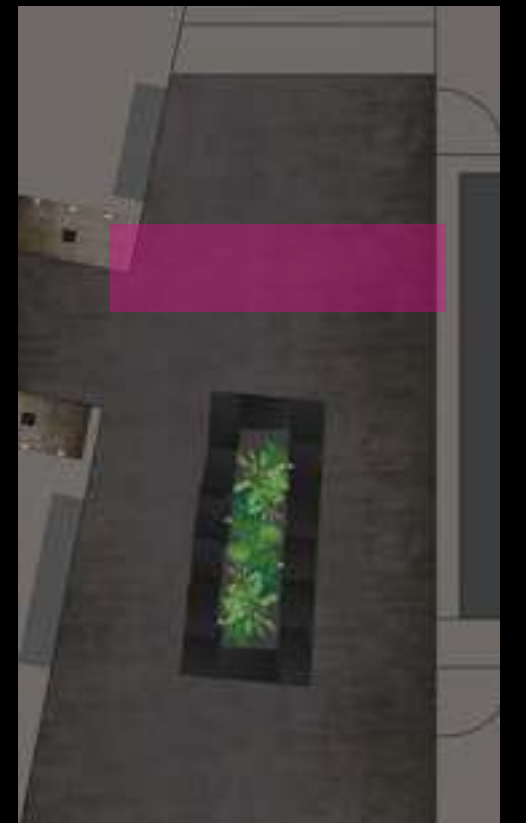
Lockers built on top of existing  
structure in centre of space



Stairs to store

Upside down  
Nike logo neon

Top View



# Kith LA Interior - Elevation 3

## LHS (view with lockers)



Lockers are crushed and have slime/dirt all over. They are backlit



Lockers contain '85 props such as Nike ads from the time, damaged sports equipment, ripped jerseys, crushed 1980s Coke cans (a nod to the lab scene with Eleven in season 1) and the launching shoes and apparel.

Existing shoe installation lit with red light

Top View



# Kith LA Interior - Elevation 2

## LHS (without lockers)



Smashed trophy cabinet filled with destroyed trophies, framed team photos, etc. Shoes balance on broken trophies and tshirts are displayed in smashed frames.



Existing shoe installation lit with red light

Top View



# Kith LA Interior - Elevation 3 RHS (with lockers)



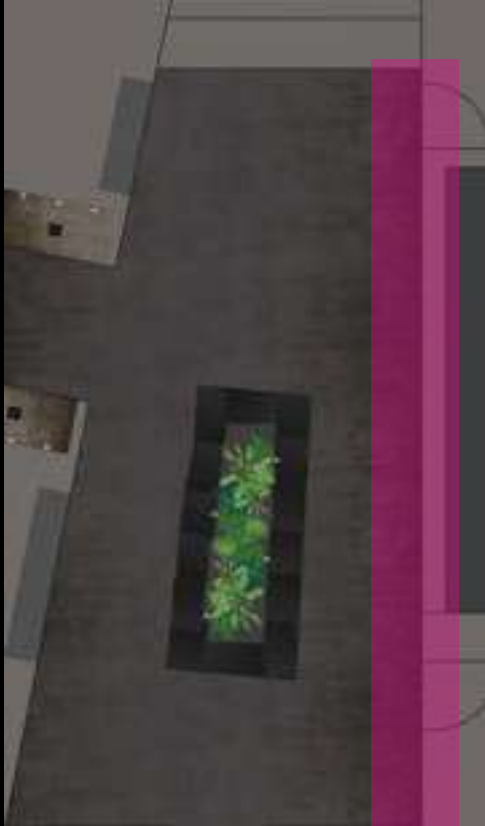
Kith Treats bar behind lockers

Lockers contain sports props



Lockers contain '85 props such as Nike ads from the time, damaged sports equipment, ripped jerseys, crushed 1980s Coke cans (a nod to the lab scene with Eleven in season 1) and the launching shoes and apparel.

Top View



# Kith LA Interior - Elevation 4 RHS (without lockers)



Realistic model rats placed around the Kith Treats bar

Beneath glass counter styled with eggos and custom Kith Treats cereal boxes designed around the Nike x Stranger Things collaboration (design references below).

Upside down Treats logo backlit with red light. Textured with dirt drips to mimic the upside down.

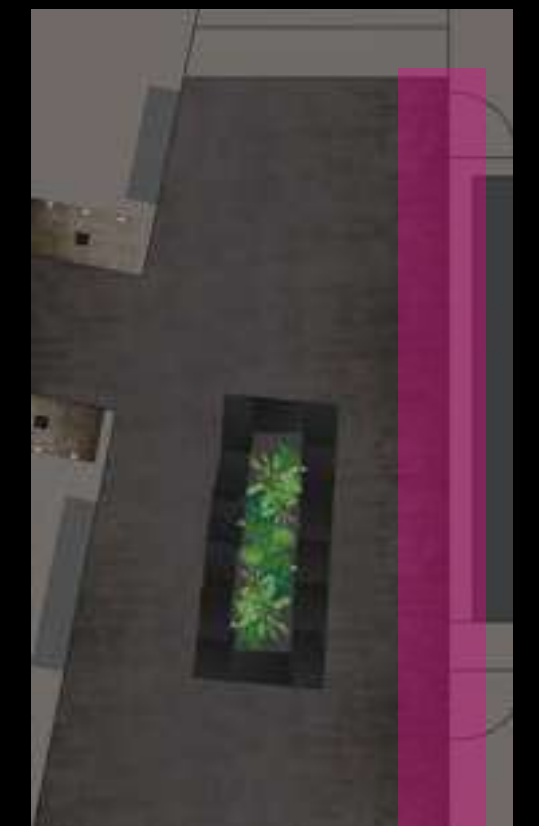
Dirt drip texture to mimic the upside down on existing tiles



Kith Treats bar menu with special Stranger Things/1980s cereals (to be devised). Screen gets interrupted every so often with Nike missing shipments video.



Top View

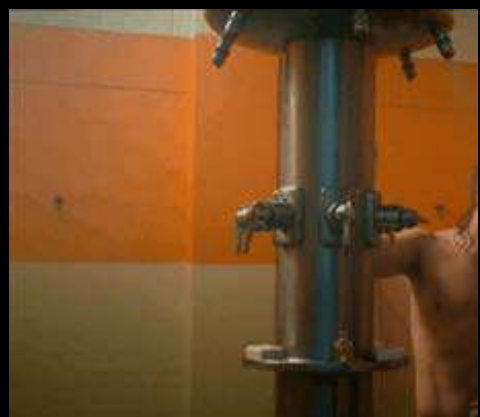


# Kith LA Interior - Elevation 5 Vitrines

Left Vitrine



Shower room. Interior tiled and with an orange stripe inspired by the one in the shower room in the season 2. Dirt texture on walls and slime/cobwebs at corners.



Clothing hung on rusting metal showerheads (also covered in slime)

Right Vitrine



Interior also tiled

Strip lighting

Artpiece with locker room items and shoes from the collection

Top View















# NYC Activations

**TBC**  
Theatre Pop-Up

**TBC**  
OG Pack Retail Launch

Kith Lafayette, NYC

# **Kith NYC - 4th July Pack**

## **Destroyed Firework Warehouse**

Taking over the experiential space on Kith Lafayette's 2nd floor. We will create a destroyed Firework store. Palettes from the missing shipment will be mixed with boxes of exploded fireworks and a destroyed flag installation.

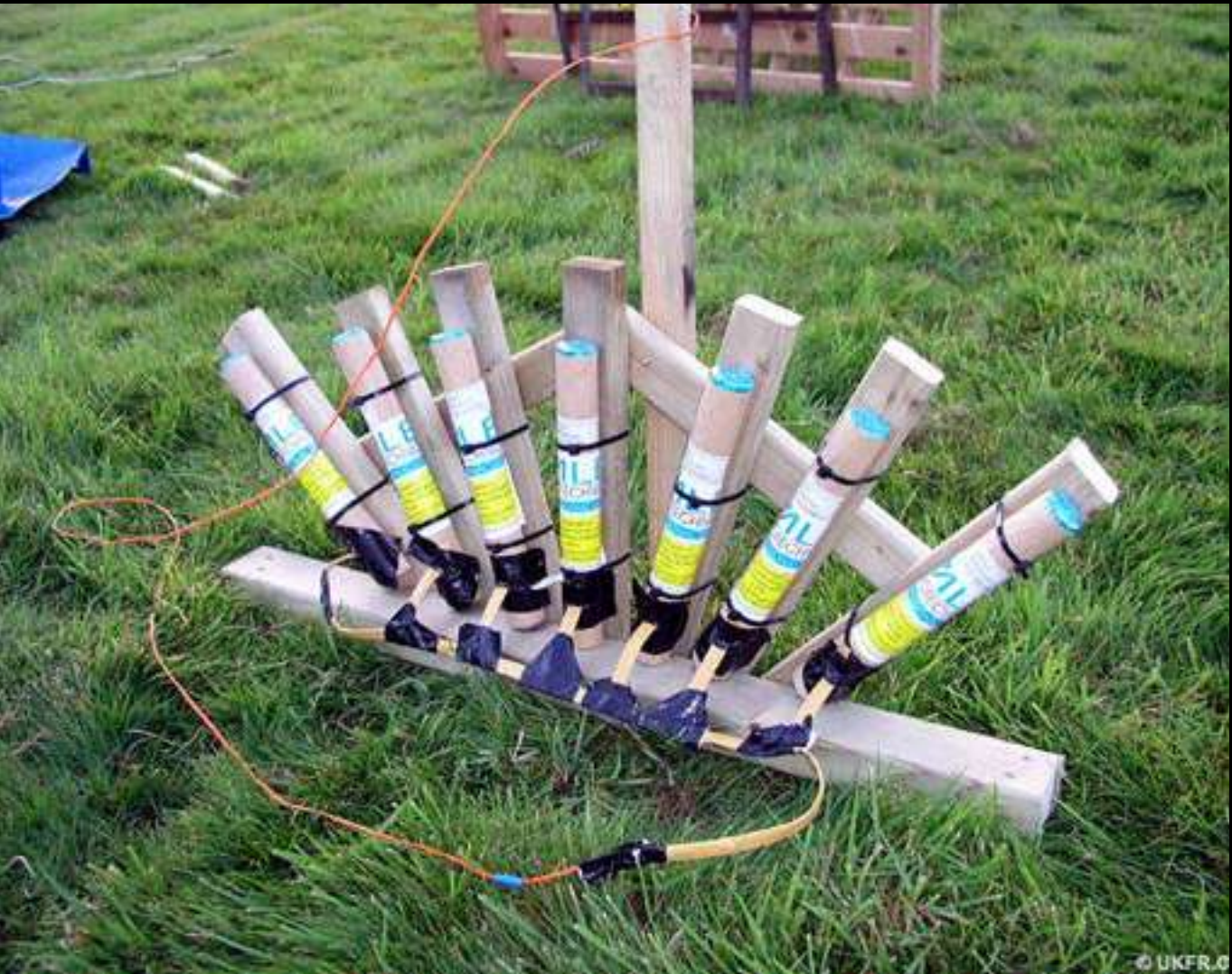
Kith NYC - Interior

Nike x Stranger Things Reference



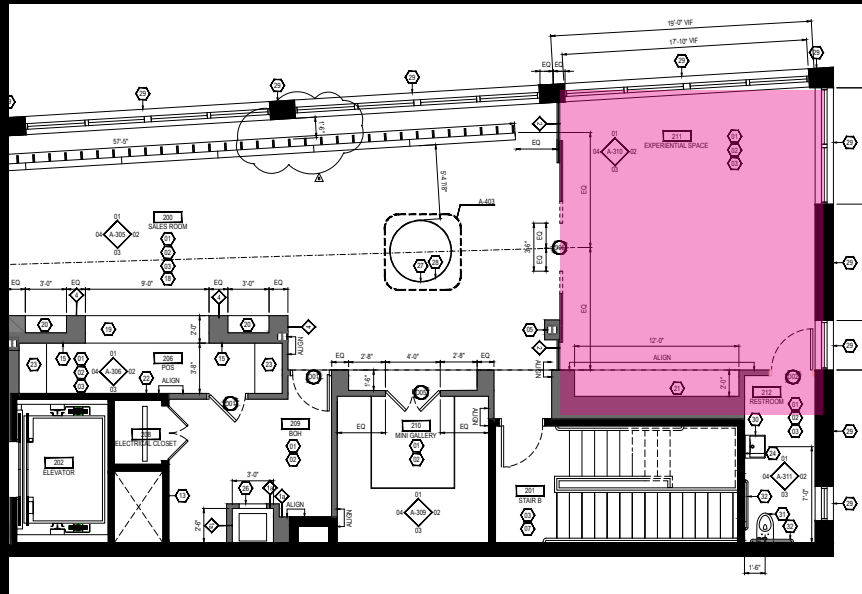
# Kith NYC - Interior

Nike x Stranger Things Reference



# Kith NYC Interior - Floorplan

Location - Level 2



blown up metal fascia clad

Shipping container entrance

destroyed shelves and blown up boxes

destroyed shelves and blown up boxes

Upside down red neon

Blown up firework display counter

destroyed palettes/boxes/rats and product vm'd amongst debris

Access to existing restroom



# Kith NYC Interior - Elevation Entrance

Entrance to space



blown up metal fascia clad

Shipping container entrance



red neon glow



Destroyed signage



# Kith NYC Interior - Elevation Overview

LHS



Back Wall View



RHS



Entrance Wall (Looking back at entrance)



# Kith NYC Interior - Elevation 1

## Back wall (View from entrance)



Destroyed palettes/  
boxes and firework  
boxes which have been  
singed/scorched by fire



Fringe garland  
in red, white & blue  
and singed/scorched  
at the bottom.

Ripped and scorched  
Hawkins Fireworks  
banner

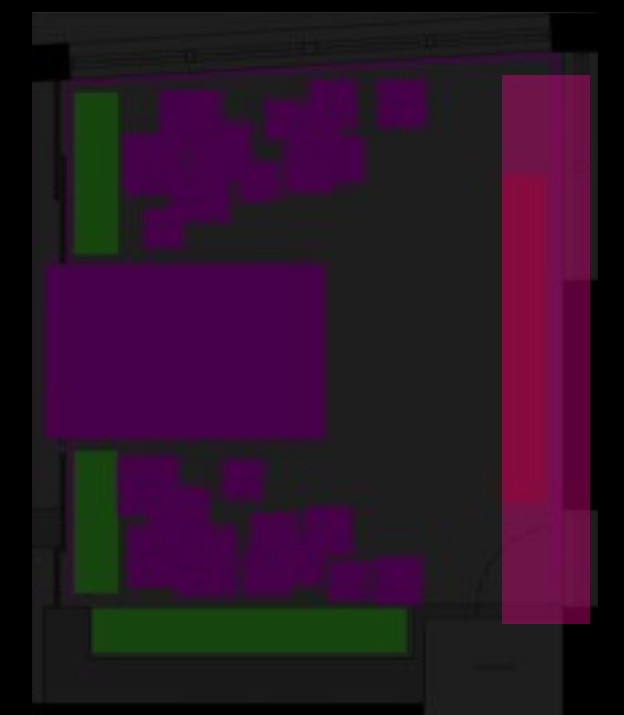
Realistic model rats  
placed around the scene

Upside down red  
Nike logo neon



Glass counter which appears to  
have been scorched by flames.  
The front is cracked. It contains  
stacks of boxes of fireworks  
which have gone off (also  
scorched).

Top View



# Kith NYC Interior - Elevation 2

## LHS

Nike x Stranger Things Vector



Shipping container entrance

destroyed shelves  
and blown up  
boxes



Product merched  
on boxes

lifelike model  
rats

destroyed palettes/  
boxes

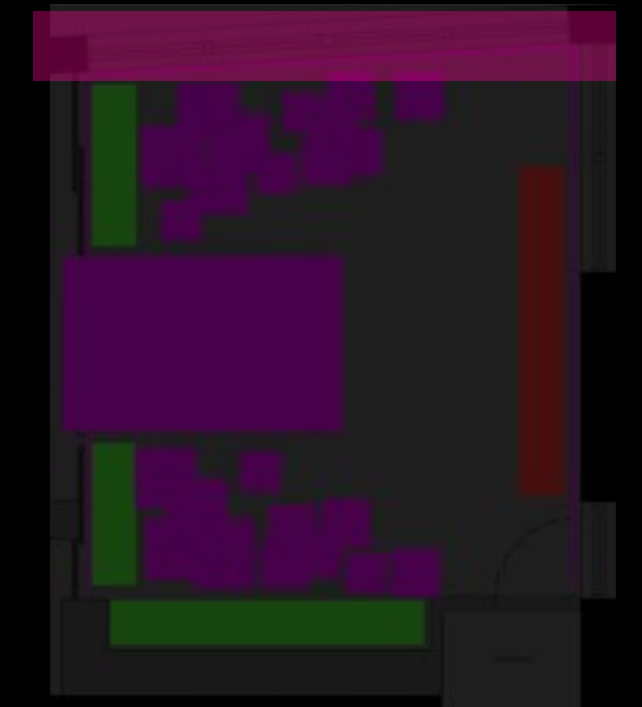


burnt banners

destroyed firework  
case



Top View



# Kith NYC Interior - Elevation 3 RHS

Nike x Stranger Things Vector



Shipping container entrance



destroyed shelves and blown up boxes

destroyed firework case



lifelike model rats

destroyed palettes/boxes

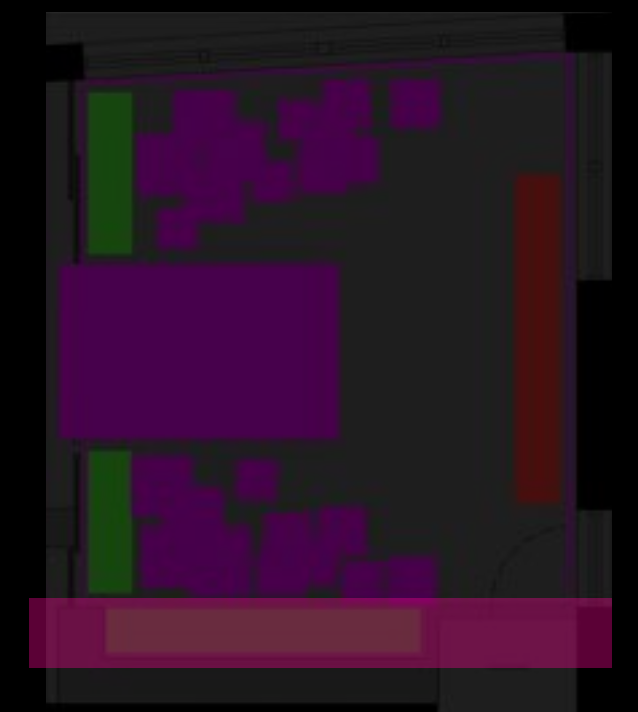


Product merched on boxes

burnt banners



Top View



# Kith NYC Interior - Elevation 4 Looking Back at Entrance

Nike x Stranger Things Vector



destroyed shelves  
and blown up  
boxes. destroyed  
firework case



burnt banners



Product merched  
on boxes

destroyed palettes/  
boxes

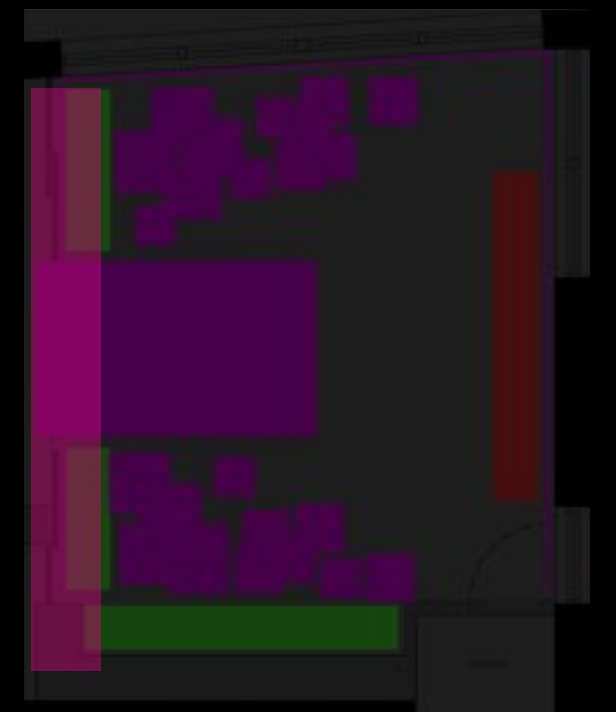


lifelike model  
rats

Inside of shipping  
container with  
neon strip lights



Top View



# Kith Treats Packaging

# Kith NYC - Interior

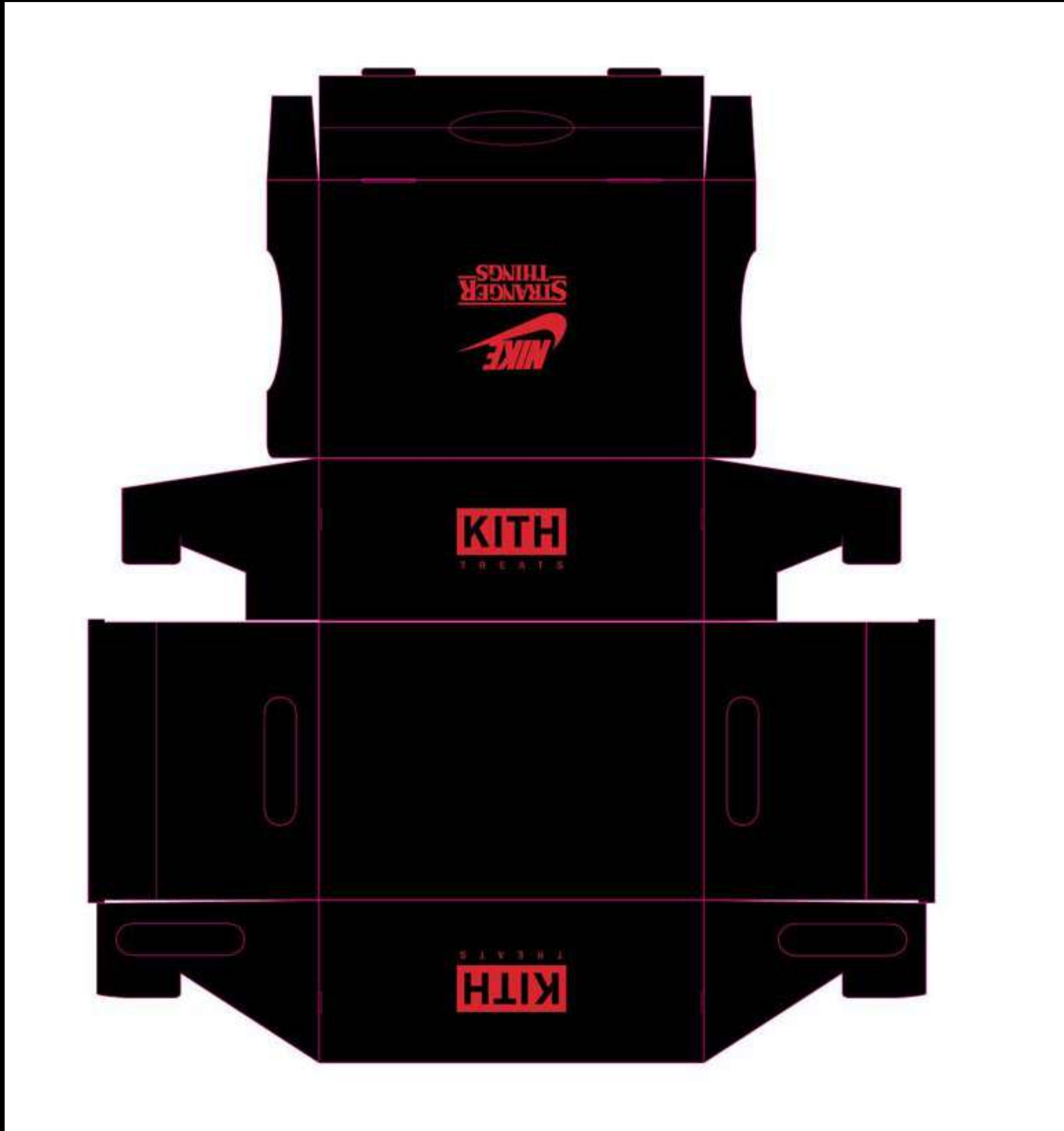
Nike x Stranger Things Reference





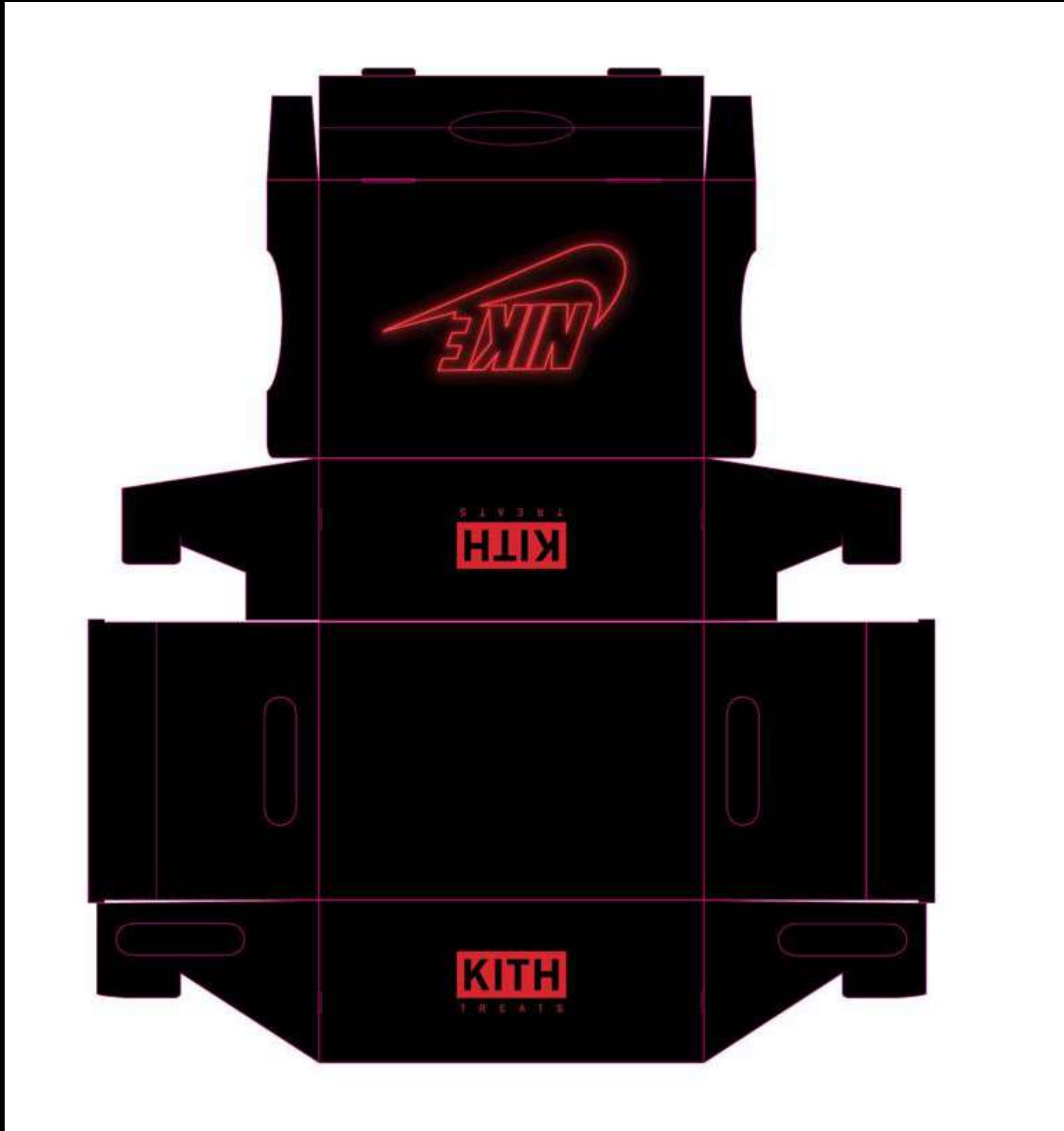
# Kith Treats

## Packaging - Lockup - Option 1



# Kith Treats

## Packaging - Lockup - Option 2



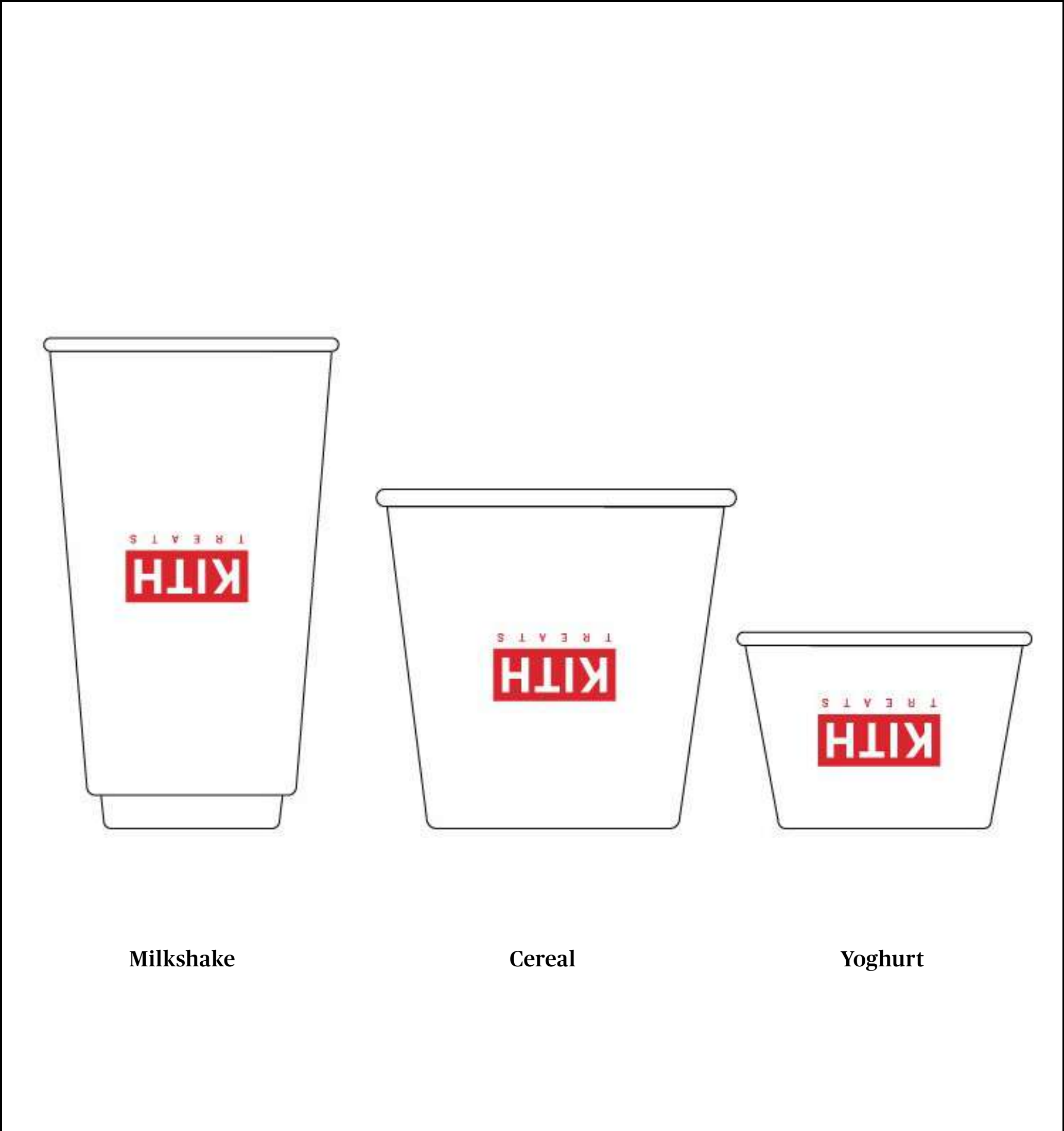
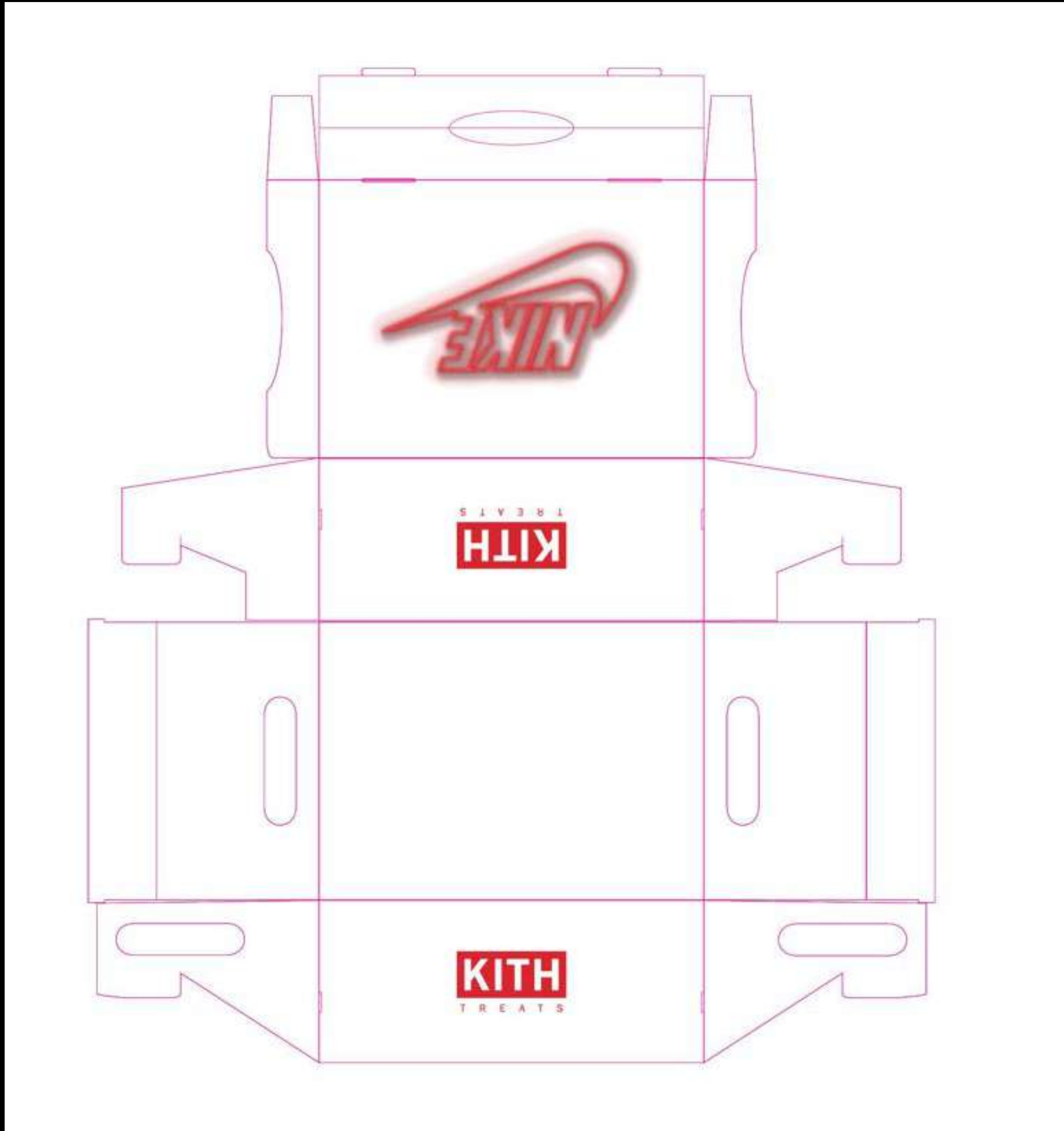
Milkshake

Cereal

Yoghurt

# Kith Treats

## Packaging - Lockup - Option 3



Milkshake

Cereal

Yoghurt

# Thank you

*hotel*

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