

FULLCIRCLE 2020 | Fashion Concepts

ELEVATING ORDINARY EVENTS INTO EXTRAORDINARY EXPERIENCES

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FULLCIRCLE

Virtual Experiences

In light of COVID-19, virtual fashion experiences are emerging as an exciting and accessible alternative. We have created concepts that still provide shoppers with interactive content to keep them up to date with the latest fashion trends, beauty tips and engaging with their local retailers.

All the below concepts work successfully under the current Covid-19 guidelines. All our staff wear full PPE and are confident in ensuring everyone abides by the social distancing rules.

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Ask The Stylist

Need advice on what's going to keep you warm for the Winter season, want to know where to get those must have shoes or how to dress for your shape? At present, face to face advice is proving limited and impersonal, so we have created the perfect solution!

Our industry-leading stylist will be based at FullCircle's in-house studio in the City with LED screens installed on the mall, they can interact with shoppers in real-time with two-way communication and personalised Q&A. Armed with rails of the current fashion available instore, this is a perfect way to offer up-to-the-minute advice, uplift sales with discounts and offers and ideal for keeping engagement live.

In addition, professional hairstylists and make-up artists can give live/pre-recorded demonstrations, tutorials and advice using products that can be purchased within stores for further advertisement.

Studio Fashion

This alternative to live fashion shows is the new way to present the upcoming season to shoppers. Using our in-house studio based in the City, this concept can be either live or pre-recorded and has an average turnaround of five working days from shoot to delivery, perfect for the fast-moving fashion sector.

This concept works with a range of budgets and can be replayed as many times as you wish, at any time throughout the day and at multiple locations.

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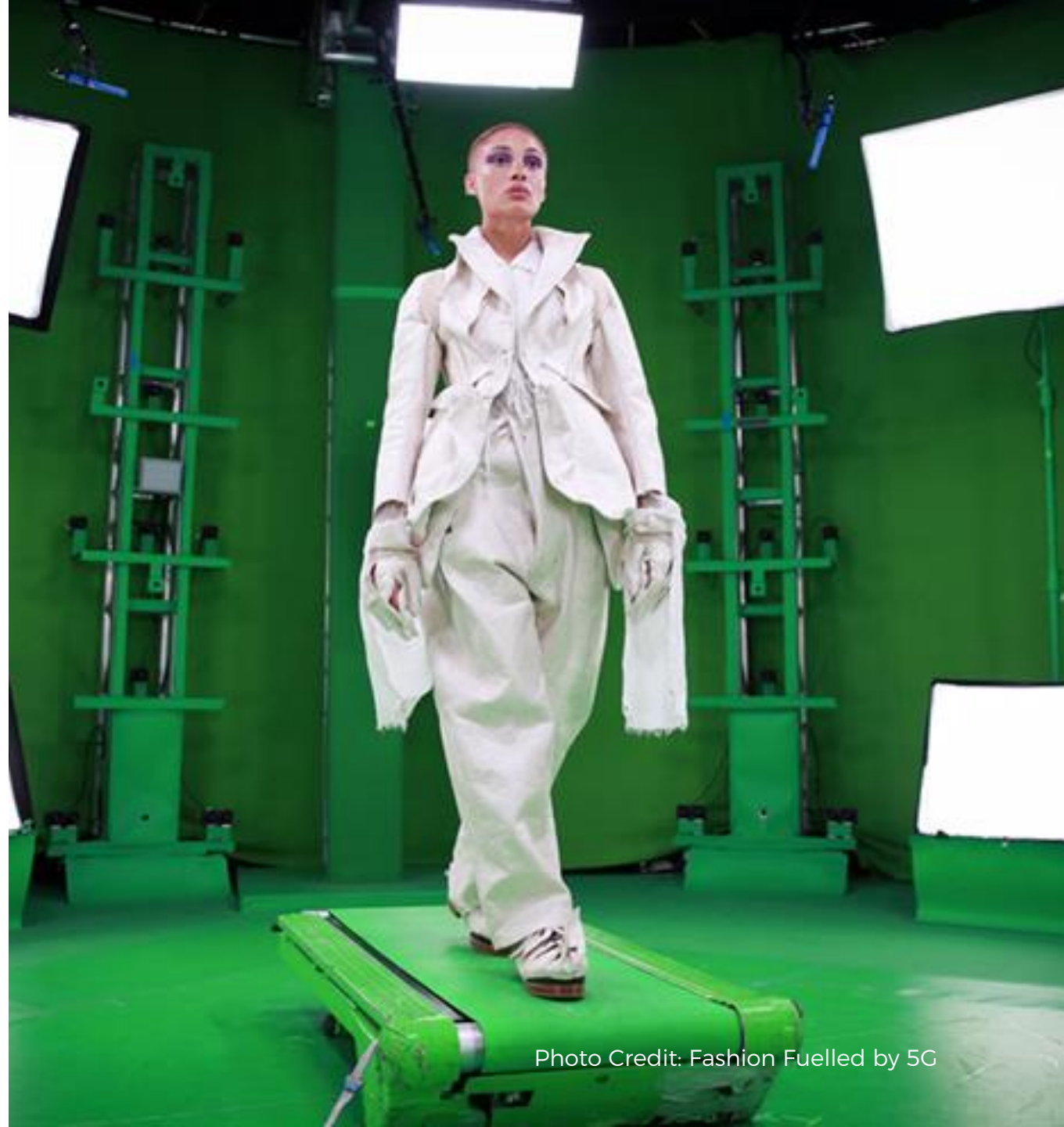


Photo Credit: Fashion Fuelled by 5G



Onsite Photoshoot

Many sites have great architecture and recognisable landmarks - our photoshoot uses the space you have as a live studio. We have worked with our photographer, stylist and backstage team to build a package that works to COVID-19 guidelines and still delivers images worthy of the finest fashion magazines. Leave the expensive photo studio behind, drop the dressers, leave the army of make ups artists at home - this is guerrilla shooting at its best.

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With only 2 days picking, 1 day fitting and 1 day shoot it ensures these images are turned around quick and ready to be used on social, in print and on billboards in the fastest time possible.

We use accessible models with relatable sizing and shoot with fashion that is currently in store. This is todays photoshoot with models in masks, posing at distance and delivering for todays shopper.

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Photo Credit: Centre:MK A/W Campaign





Beats Online

With the support of our in-house studio based in the City, this music act can provide pre-recorded sets for your event or a live performance with the ability to take live song requests. Made up of three of the finest names in popular music today the act includes a DJ, Saxophonist and Percussionist with the option of adding violin, trumpet, vocals and guitar. They deliver a wide variety of music taking in Hed Kandi, Café Del Mar for openers and then quickly move through disco, pop, contemporary chart and twisted concoctions.

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