



## SUHOOR EVENT

CASE STUDY

# OBJECTIVES

- Producing an immersive and interactive experience suhoor for beauty bloggers and influencers to celebrate the launch of *Into The Night* candle, during the holy month of Ramadan.
- Creating a 360-degree visual experience, complete with Insta booths and Wall of Fame that invitees can interact with, post and share on their Socials.
- Pushing *Starlit Night* products to the forefront, while promoting the ethos of Bath & Body Works.

# VISION

- The idea is to get inspired by the traditional, but make it modern.
- Mixing classic Ramadan elements with contemporary, playful and fun elements that match with B&BW.
- Creating an experiential Suhoor, where every corner is a photo op, and every detail is Instagrammable.



# ENTRANCE

Guests to enter through a giant replica of the iconic B&BW bag.

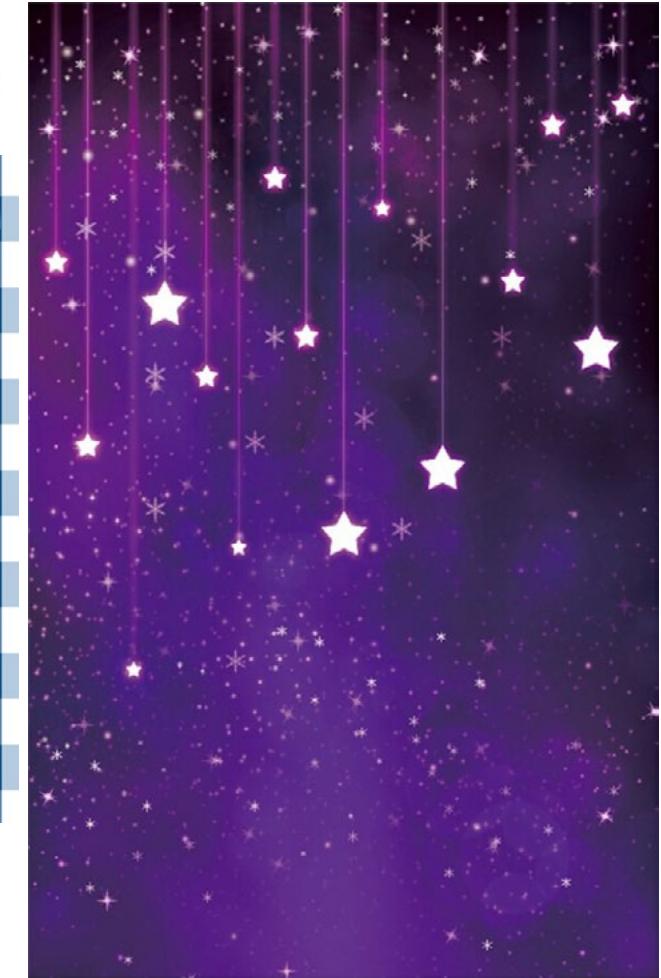


- Gigantic Bath & Body Works bag made of wood or hard cardboard, with an opening allowing invitees to pass through.
- LED lighting and real-size gift bags inside.

# PHOTO BOOTHS

## WALL OF FAME

Not your usual wall of fame! Instead of the classic WOF, we created a bouncing bed or trampoline surrounded by starlit night wallpaper, with hanging 3D stars. And instead of posing, guests will bounce to “Reach For The Stars” for a photo op.



# PHOTO BOOTHS

## PROPS

Larger-than-life Starlit Night products made of styrofoam.



What's more Ramadan than a flying carpet? And instead of the classic wish lamp - a bathtub filled with ball bubbles and B&BW products, where guests can jump in for a photo op.

The resulting photo, which will be emailed to them on the spot, will look like they're in a flying bathtub!



the Glam and Glitter Room

Never let anyone dull your sparkle



## BATHROBES

(optional) BBW branded bathrobes for influencers to wear for pictures and promote the brand - they match for all photobooths!



## HENNA TENT



Of course, no Suhoor would be complete without a Henna Tent. To fit in with the theme, guests will be treated to a Henna tattoo artists to draw sparkly stars, Hilals, and gitter inside a small tent.

A modern take on the traditional Henna that is also inspired by the Starlit Night packaging.



## SUHOOR UNDER THE STARS

We aim to bring the Starlit Night into life. So we created a *Suhoor Under The Stars*, complete with cosmic star lighting that will greet you as soon as you enter the venue .

For the dinner, guests will sit inside a modern Ramadan tent with starlight projections all around, creating a cosy ambiance, complete with the *Into The Night* candles on the dinner table. The idea behind this is to make the candles stand out in the setting.



# TABLE



- Candle Lanterns inspired by Into The Night
- Midnight Blue & Gold table sets
- Customized seating cards
- Star-shaped, battery-operated lights
- Table glitter
- Spatial Rock candy, Glitter Jars, matches...



## EXTRAS

### GIFT BAGS



Aside from this memorable experience, guests will walk away with a special gift bag for a special night!



### INVITE

Physical invites are so in trend again! Our physical invite would be written on a set of matches to light up the Into The Night candle!





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