



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.

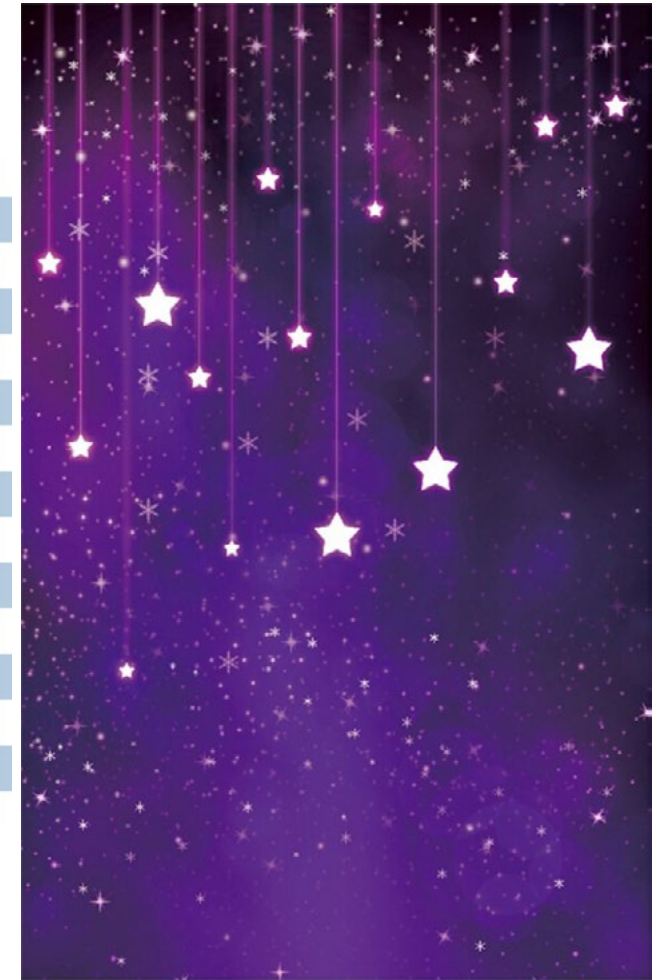
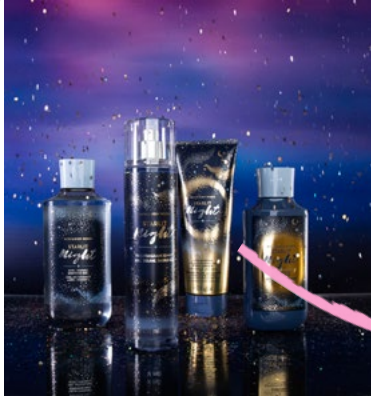


PHOTO BOOTHS

PROPS

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



FLYING BATHTUB

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!



BATHROBES

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



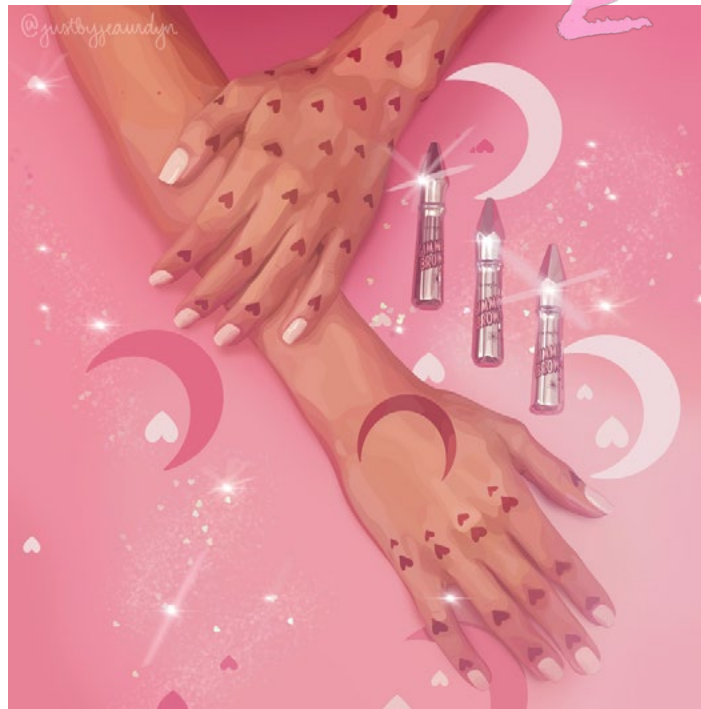
INTERACTIVE

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 glitter inside a small tent.

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



HALL

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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