

KENZO / Out Of The Blue

Concept:

Grow a poppy field into the heart of a major city, in order to bring optimism and poetry to the urban world... An artistic, generous, impactful operation to promote the launch of FLOWERBYKENZO.



Execution:

2 Large Poppyfields each spanning 20m x 10m covered the East Piazza. KENZO banners featuring the poppy flower were suspended around the surrounding poppyfield area, with street signage directing people to the event. A team of KENZO staff in branded T-shirts distributed perfume samples of FLOWERBYKENZO.



Venue: Having previously created similar brand experiences in Singapore, Hong Kong, Milan and Paris since the launch in 2000, London's Covent Garden Market was chosen for its high footfall, cosmopolitan atmosphere and reputation as the premier UK location for hosting experiential events.



Results: A stunning field of 50,000 poppy stems which were illuminated at night covered the area during the 3 day display.

On the final day, passers by were able to take a poppy from the display, concluding the promotion and creating an effective, powerful brand experience.

