



Cool Japan Festival



The Finest Toy Store in the World

Branding suggestion 1

Existing Hamley's Store Layout



TORII BANNER



Store with Cool Japan Festival Branding

Branding Option 1

Brief: The 'Torii' could follow the Cool Japan Festival Branding at Hamley's

Branding suggestion 2

Existing Hamley's Store Layout



Back PANEL
BRANDING ●
of the
Cool Japan
FESTIVAL
SHELF

LIFE-SIZE
CHARACTER
CUT-OUT
STANDEES



Store with Cool Japan Festival Branding

Branding Option 2

Brief: The Exterior Tables could be branded with Cool Japan Festival Artwork in Bright color palatte. Complete with a Back Panel, Side Posters, and Life-size Character Cut out Standees

Branding suggestion 3

Existing Hamley's Store Layout



Store with Cool Japan Festival Branding

Branding Option 3

Uniquely Cut Danglers and flags all around the store will follow the Cool Japan Festival Branding

Branding suggestion 4

Existing Hamley's Store Layout



DROP-DOWN DANGLERS



Store with Cool Japan Festival Branding

Branding Option 4

Shelf Branding along with the multiple Drop down Dangler branding