

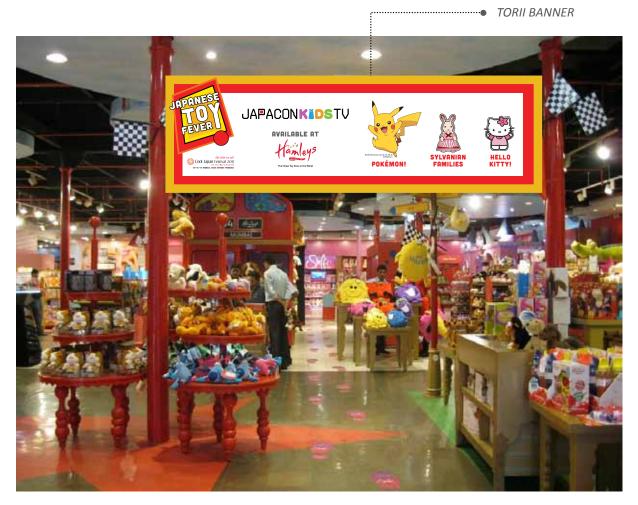


The Finest Toy Store in the World



Existing Hamley's Store Layout





Store with Cool Japan Festival Branding

Branding Option 1



Branding suggestion 2

Existing Hamley's Store Layout





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

Whitespark

Existing Hamley's Store Layout



DANGLERS TIED AROUND THE PILLARS



Store with Cool Japan Festival Branding

Branding Option 3

Branding suggestion 4

Existing Hamley's Store Layout



..... DROP-DOWN DANGLERS



Store with Cool Japan Festival Branding

Branding Option 4

