

EVENT PLANET CASE STUDY

Berlei

WHO	The Berlei Group (a Pacific Brands Company)
WHAT	Spring Summer & Autumn Winter Fashion Launches
WHERE	Various Venues – Australiawide
WHEN	2001 to Current
HOW MANY	150 – 350 Guests

EVENT BRIEF

To design and deliver memorable, exclusive bi-annual customer events for Pacific Brands' ranges including Berlei, Playtex and Formfit.

It was paramount that the showings, staging, styling and choreography of the events were of the highest standard and the greatest value was leveraged from the budget. First class fashion runway events staged in Sydney, Melbourne and Brisbane displayed the Spring/Summer and Autumn/Winter ranges and valued customers were delighted to interact with high profile product ambassadors Sophie Faulkner and Kate Ceberano.

SCOPE OF SERVICES

Event Planet's scope of services for the event included: Creative Design & Delivery, Décor & Theming, Catwalk Design & Construction, Venue Management, Catering & Beverages, Entertainment & Performers, Model Management, AV & Staging, Security, Onsite Management, Graphic Design, RSVP Management, Invitations, Photography, Running Schedule, Budget Management, Client Support & Administration.

THE RESULT

"I would like to congratulate your company in general on its very high standard of professionalism. You always come through for us with the many special requests we have had over the years from venues, catering, audio visual through to creative design. You have always succeeded in keeping us informed and up to date with the status of all our events keeping us all calm and organised."

As we recently wrote to you, we know it is all in a days work, but you definitely push the boundaries to ensure the success of our events, on EVERY occasion. Thank you again and I look forward to working with you again in the near future."



event planet

Event Planet Pty Ltd
10 Heeley Street
Paddington NSW 2021
Australia

T +61 (0) 2 9360 0672
F +61 (0) 2 9360 0673
E info@eventplanet.com.au