

GORE-TEX: **Product Launch**

Audience: 100

Location: The Ice Tank, London

Project: Product Launch



Background & Objectives

To create an engaging, exclusive PR launch to introduce GORE-TEX® Rainy Days Collection™ to the world's fashion press. The new innovative line is designed by selected designers from 5 major European cities and incorporating the core GORE-TEX® values of complete weather protection and garment breathability.

The Experience

MotivAction needed to generate a buzz for the brand and showcase the product in a memorable way so that word would spread throughout the media.

On a balmy British Summer's day, The MotivAction Group transformed the Icetank, Soho into a trendy, sophisticated & rainy exhibit space, fully utilising the quirky event space that Icetank provides. The window space was used to transform the venue into a branded rainy day showpiece, creating head turning talking points before guests had even entered the exhibition.

As part of the experience, MotivAction displayed each individually designed waterproof jacket from the Collection™. Rising star of London fashion photography, Jayden Tang, was on hand to present his GORE-TEX® Creation.

Results & Outcomes

The launch was hugely successful in raising awareness of the new line. Guests including press, bloggers, photographers and store owners were able to view the entire collection and discuss the impressive technology with expert Brand Ambassadors.

GORE-TEX® received extensive coverage in the press, as well as online from the blogging community.

