





Skullcandy™

Agent

The Agent headphone features hi-fidelity sound and a contour so sleek it's virtually undetectable by enemy radar. Whether dictated by expedience or personal preference, sometimes youve got to keep a low profile and tread lightly (skullcandy.com).



Skullcandy™



Black



White



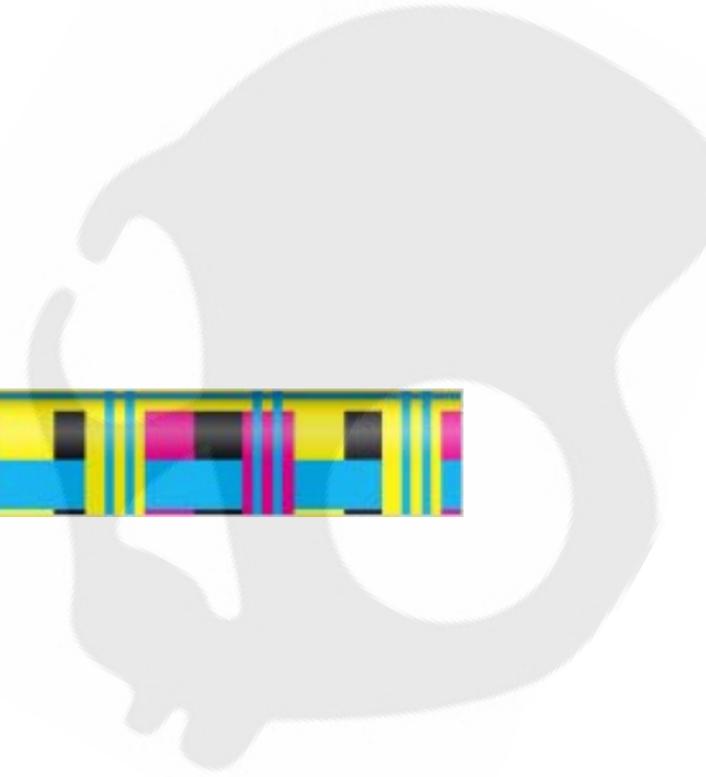
Terje



Roskopp



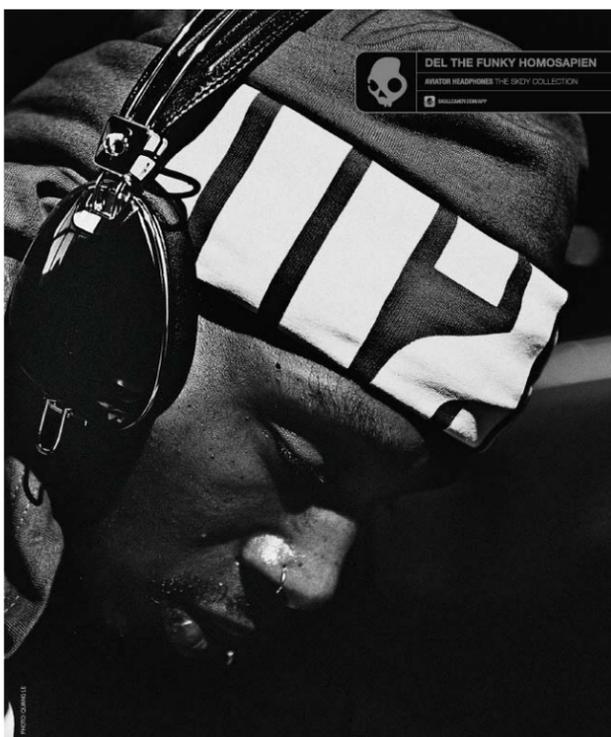
CMYK





The print ads that skullcandy uses to showcase their products reflect the partnerships between artists, athletes, and musicians.

Several of the ads below show the artist/athlete/ or musicians playlist in the add, giving a glimpse into their life.



Skullcandy's ads have an urban style, appealing to the target audience of young, hip, athletic individuals that want headphones that are unique and express their individual style.



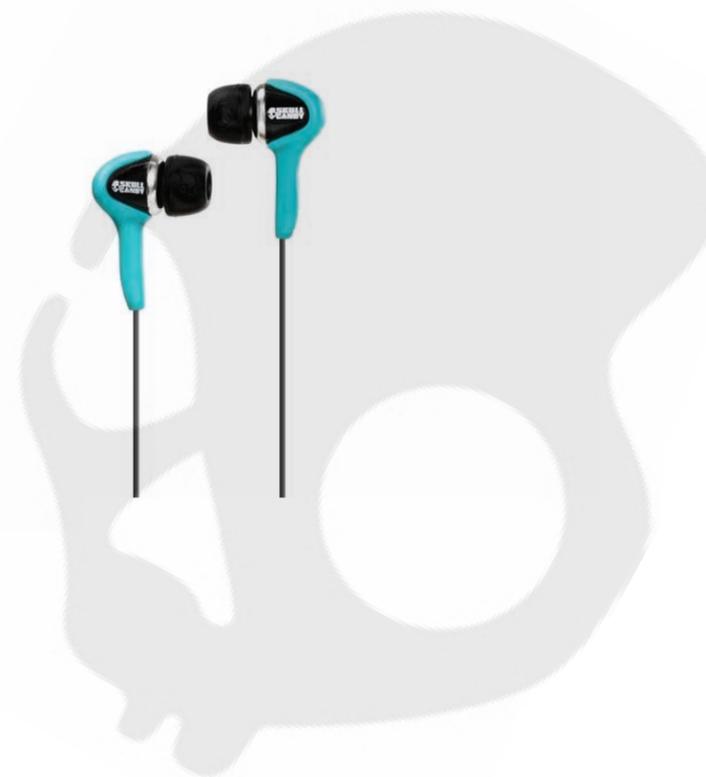


Skullcandy™

The Skullcandy brand has partnered with many many bands and artists and these bands and artists create designs for special edition headphones. This makes Skullcandy headphones unique from all others because consumers can choose from many different patterns and designs to truly express their style with their headphones.



Some of the unique designs that headphones are available in.





Skullcandy partners with many artists to create unique designs for their headphones. (above)



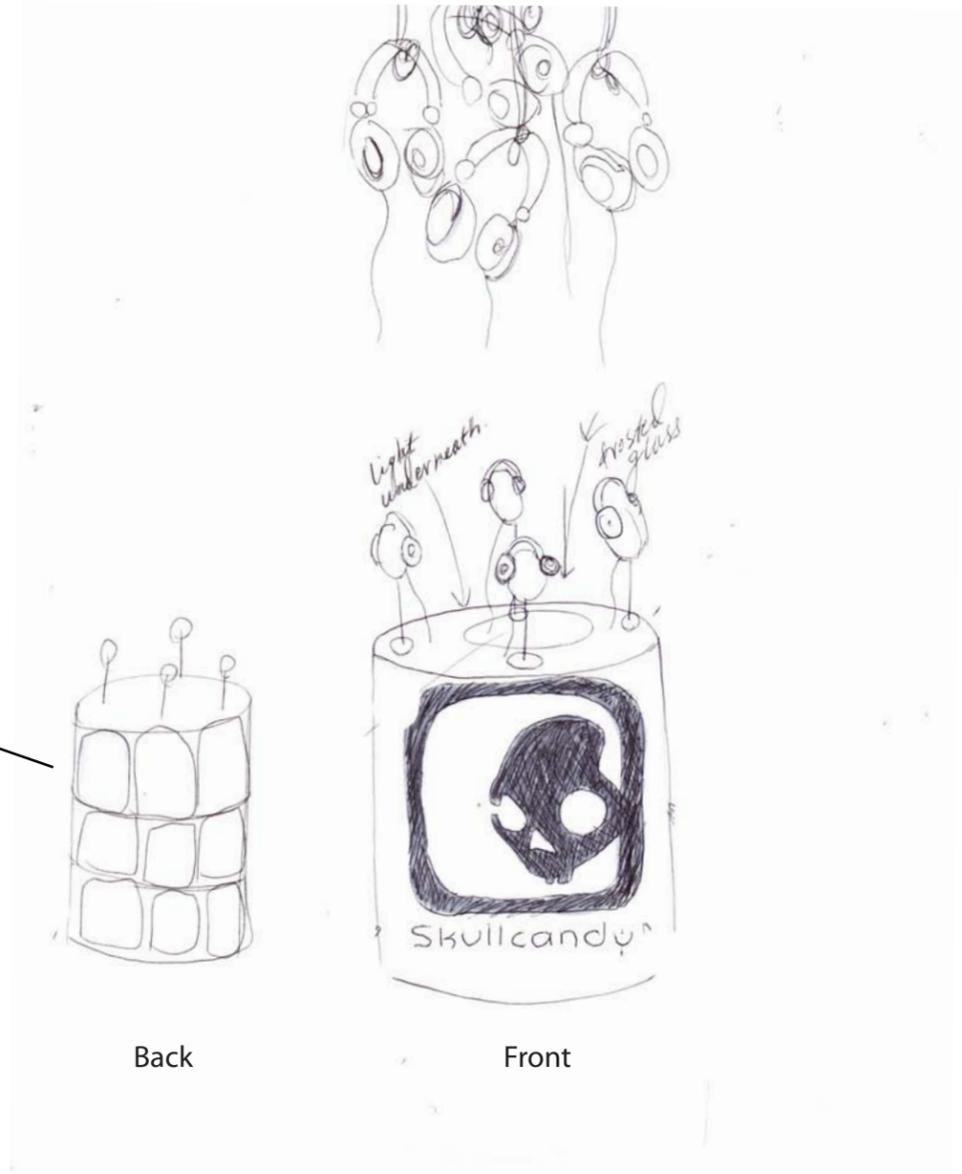
Athletes also are a part of the skullcandy family and create designs for the brand and are sponsored by them. The individuals are professional snowboarders, skateboarders, bmx riders, skiers, surfers, and also just people who love the headphones skullcandy makes.





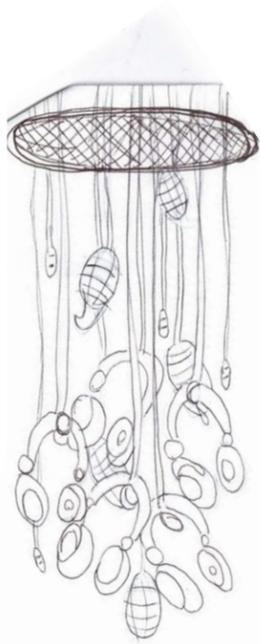
Concept Sketches of Display

Product for sale on back of display



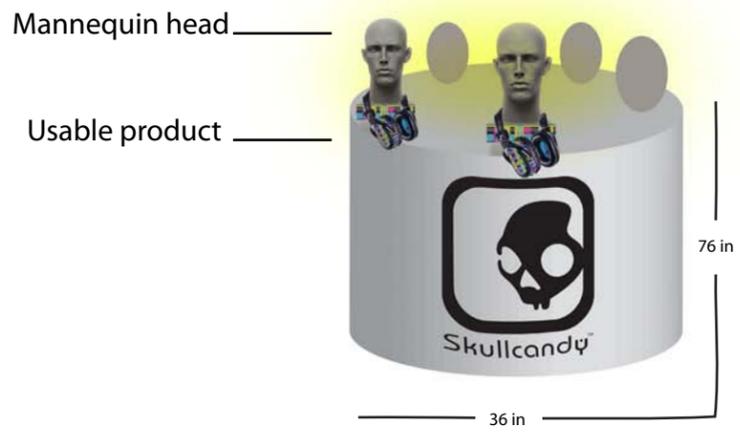
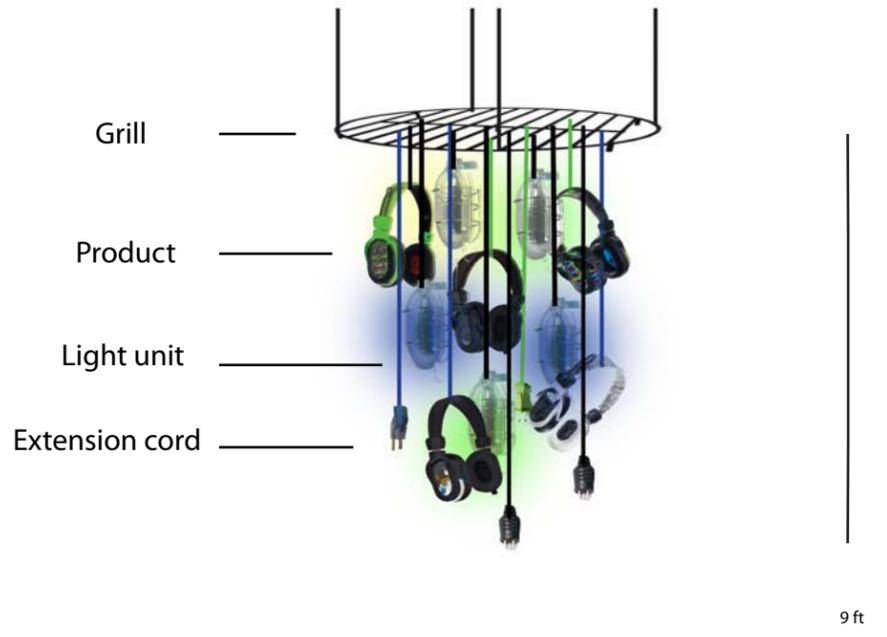
Back

Front





Display- Front view



Display back view



Products for sale in back of display.





Skullcandy™



5 plastic mannequin busts would be purchased for the display and then a decal would be applied. The busts would be purchased from the below source.

www.allendesigners.com/c/Mannequins-Body-Forms



Headphones would be displayed on lifesize plastic mannequin busts with the pattern of the pair of headphones displayed on them painted on the chest.





Possible store display could be used in.





Display would include hanging elements to make the space more defined.

Grill would be used to support all hanging elements.

Exposed bulb lighting fixtures would be used with different colored bulbs to repeat those colors the headphones are available in.

Headphones will be hung to add interest and expose the consumer to more of the product.

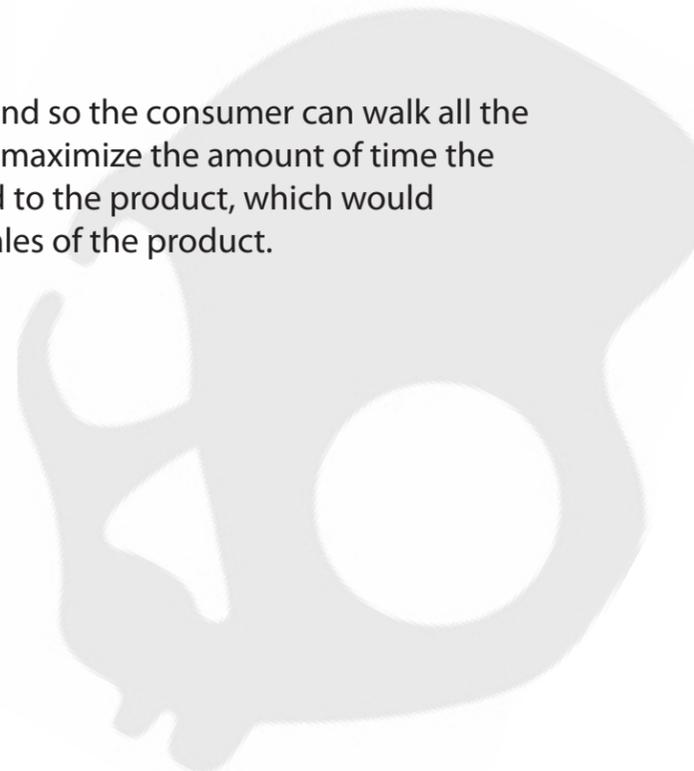
Extension cords would be used to hang the headphones and also the lights to give an urban feel.



Working display pairs of the headphones would be displayed on mannequin busts so the consumer can test the fit and sound of the headphones before purchasing them

The logo would be featured on the front of the display as well as the top of the table to expose the consumer to the logo.

Display would be round so the consumer can walk all the way around it and to maximize the amount of time the consumer is exposed to the product, which would hopefully increase sales of the product.





Headphones for hanging part of display and test units displayed on mannequin heads.

10 pairs total needed, 2 of each color.

Skullcandy.com



Extension cords for lights and hanging headphones. 10 for hanging headphones and light units, 5 for additional visual interest.

Acehardware.com

Table that mannequin heads and units for customers to try would be held on. Frosted glass so a light that changes colors can be placed underneath. Skullcandy logo (skull) would be printed on center of the table adding visual interest and showcasing the brand.

dwell.co.uk/ProductImages/1000-101876.jpg



Colored lightbulbs that would be used in both the overhead (hanging) part of the display and also under the frosted glass table. 2 blue lights, 1 green light, 1 yellow light, and 1 white light 3 color changing light for frosted table.

www.buylighting.com



Mannequin heads for headphones that consumers can try. 5 heads needed.

www.allendesigners.com



Hooks to attach extension cords, lights, headphones and grate to ceiling. 25 needed.

Acehardware.com



Light units for hanging display. 5 units needed.

Acehardware.com



Grill to hang with extension cords and light units with headphones. 36" diameter. 1 needed.

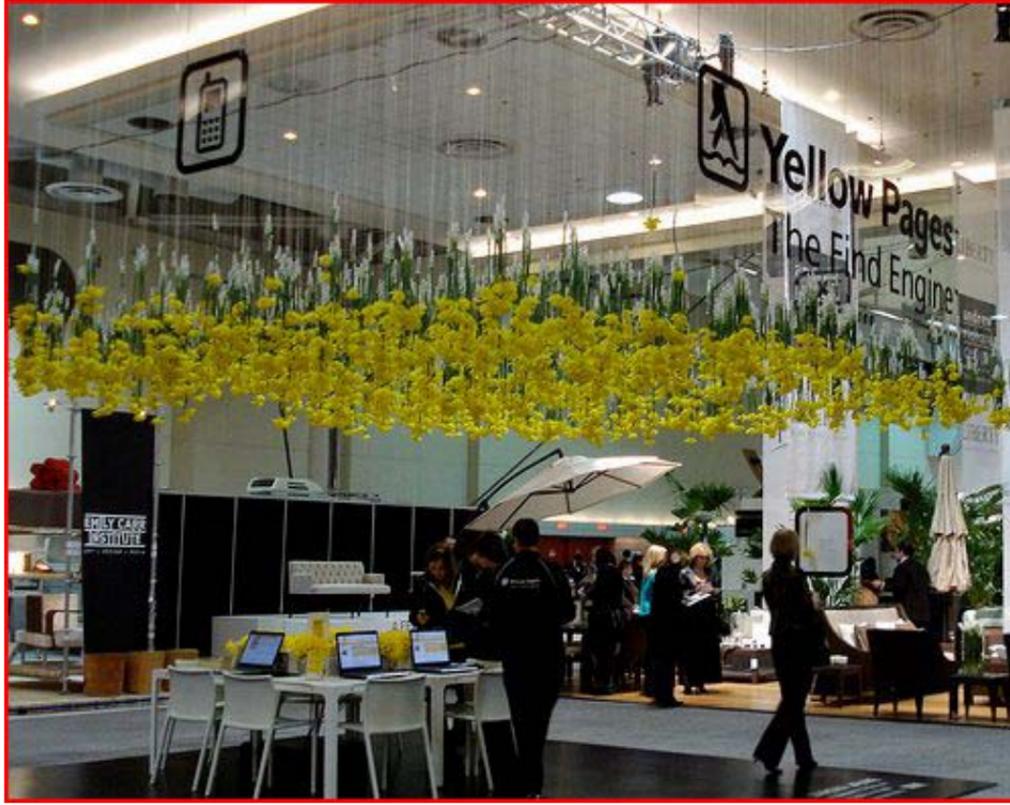
Acehardware.com



Flexible plastic banner to wrap around glass table. Skullcandy logo would be printed on the banner.

<http://bannersontime.com>





Hanging objects over products



Round display to maximize surface area and customers exposure to the product.



Clean, modern, industrial looking design. Showcases product well.

