



VU is a luxury in technology

Client Briefing:

VU is a luxury in technology. In Indian market, premiumness of any brand needs to be properly communicated to address the targeted audience well. VU wanted us to create a big unit wherein they can display their flat screen in 3 shelves. The unit has to be sturdy, classy, should have provision for plug points & should have storage place at the bottom.

Results:

SAB creations gave 4 different options keeping in mind the requirement of the client. The client approved one of these designs which gave them everything they wanted.

The unit was made of MDF, Neon, Metal for Branding, digital print on vinyl.