



## DYNAMIC RESOURCES

### TED BAKER DETROIT

In Summer of 2019, Dynamic partnered with Ted Baker on their Somerset Collection Pop Up Store in Detroit, Michigan. The initial scope was to support Ted's submission of drawings to the city in order to receive a building permit. Once the permit application was approved, Dynamic then tendered the project out and carried out the full build out of the store.

The aim of this pop up project was to help Ted Baker minimize their expenditure by utilizing an existing store structure and turn it into a unique Ted Baker customer experience.

The design theme was Motown of course, with lots of vibrant colors and props that paid homage to this exciting period of Detroit's rich musical history.

See more information at [www.drglobal.com](http://www.drglobal.com)

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