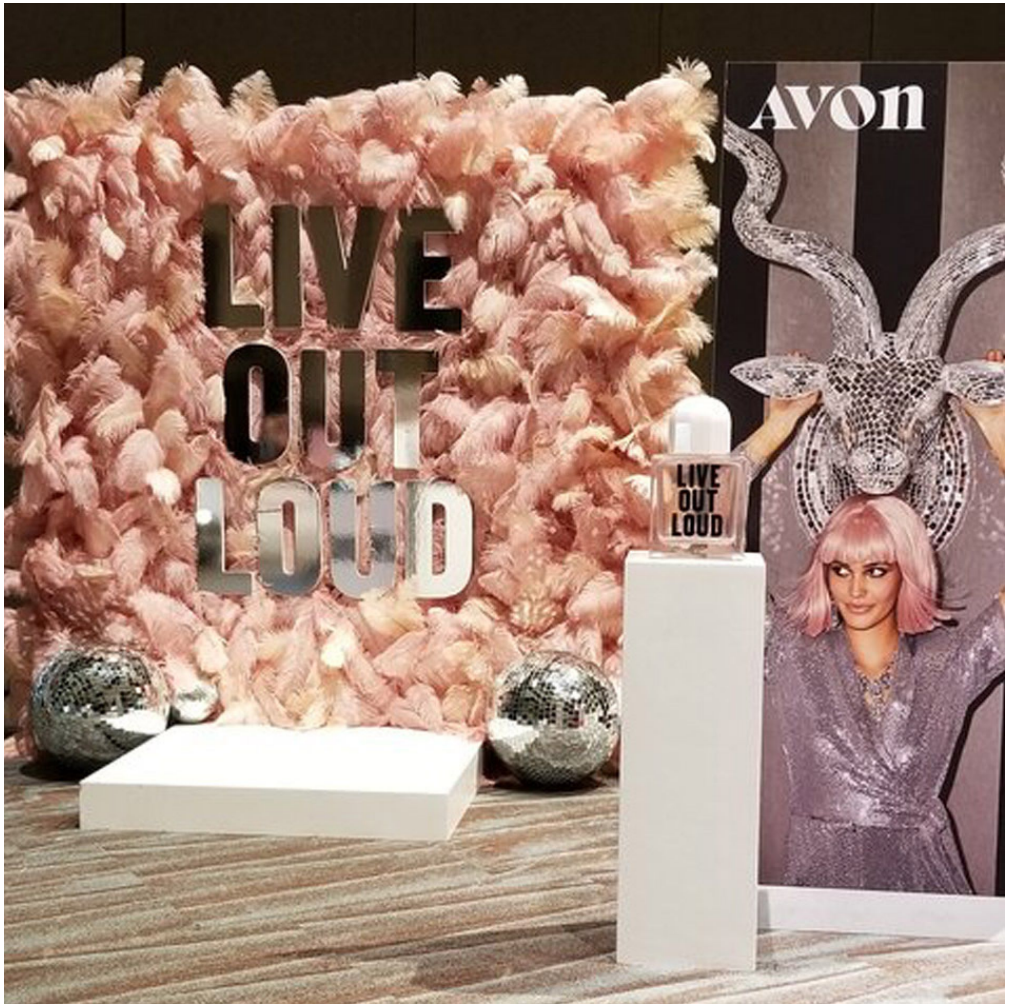


ZENGENIUS

AVON 2019

Avon calling! With more than 6,000 Avon reps knocking on New Orleans'' door, ZenGenius knew this called for an event as iconic as the Avon brand itself. Establishing the creative direction for the Avon Repfest, the Event Design & Decor team zoned the floor plan to highlight multiple product categories, themed vignettes with a variety of furnishings and decor. Sourcing, procuring and fabricating everything from a millennium pink feather-covered backdrop and a bathtub surrounded by mirror balls, to flocked holiday trees and palm fronds for their product launches, reps were immersed into the features of each product collection.
From event coordination, sourcing and procurement, visual styling, installation and teardown, the ZenGenius Events Merchandising team set the stage for a successful selling season.
See more on Avon 2019 on our Website.

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