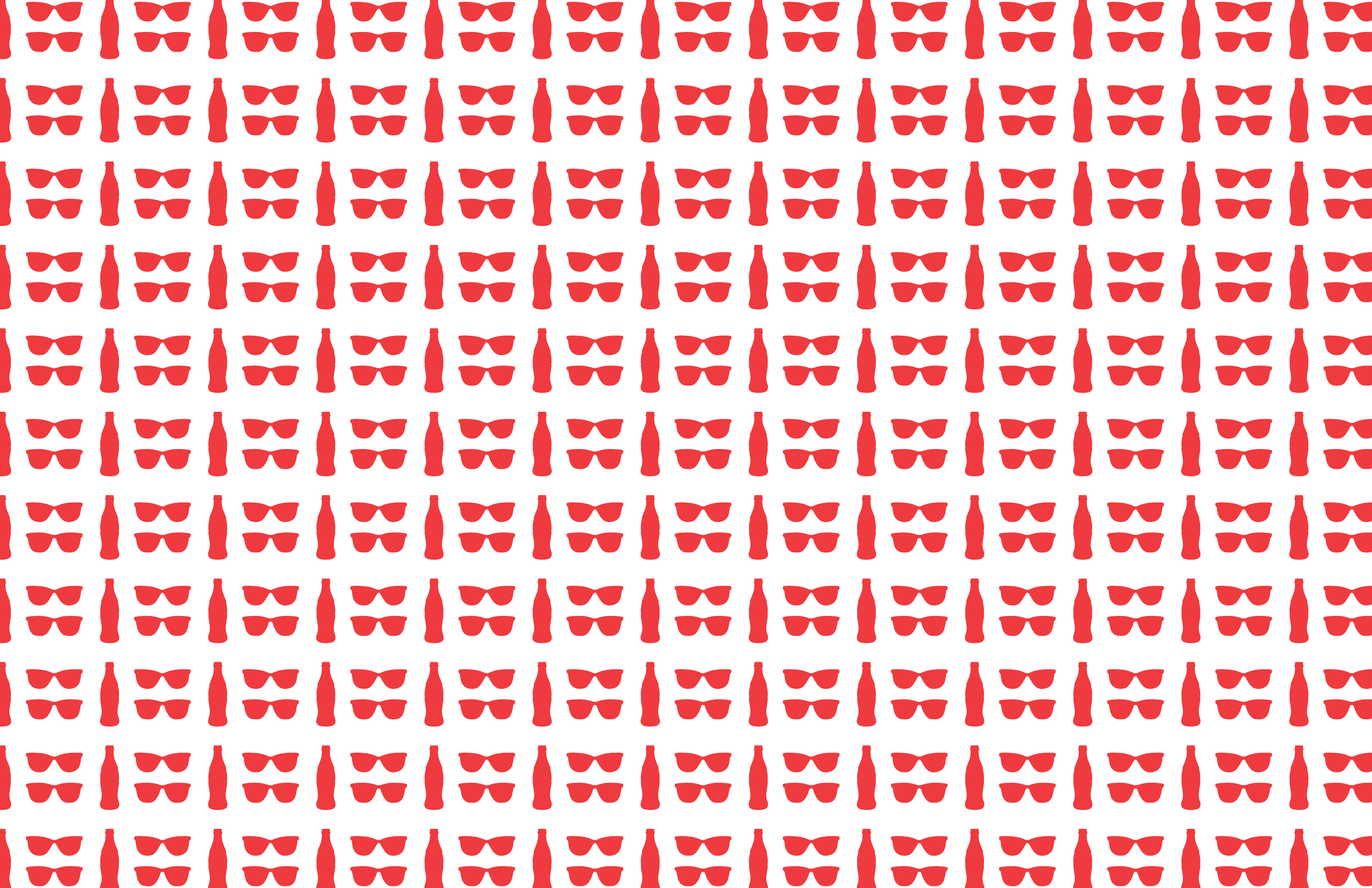




Rayban x Coca-Cola:
Summer Refresh



A Collaboration
of Summer Classics



GRA 421
Exhibition Design

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The Design School

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ASU Tempe

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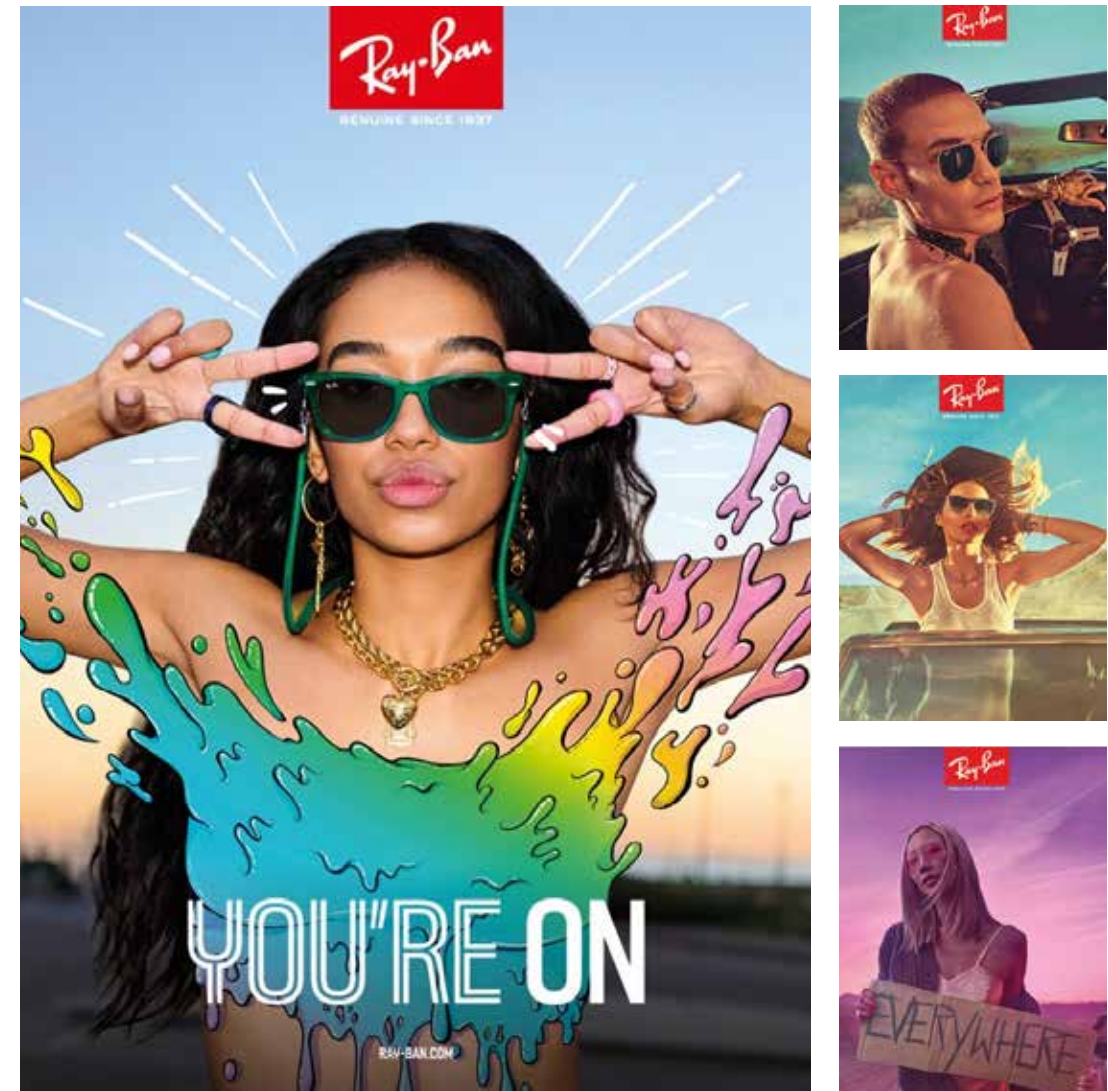
The objective of the Ray-Ban and Coca-Cola Summer Refresh collaboration is to fuse the distinctive essences of two iconic brands, creating a harmonious synergy that resonates with the spirit of summer. Our aim is to offer a unique and refreshing experience by marrying the timeless style of Ray-Ban eyewear with the effervescent joy embodied by Coca-Cola. This collaboration goes beyond mere products; it is a celebration of shared moments, an ode to the vibrant energy that defines the sun-soaked days and breezy nights of summer.

Through this collaboration, we seek to transcend the boundaries of conventional style, inviting individuals to embrace a lifestyle that seamlessly blends fashion with refreshment. The objective is to craft a limited-edition collection that not only captures the essence of both brands but also becomes a symbol of the carefree moments that summer brings. Whether it's donning a pair of iconic Ray-Ban sunglasses or sipping on the classic taste of Coca-Cola, we aspire to enhance the summer experience, creating memories that are as enduring as the style they embody.

Rayban x Coca-Cola:
Summer Refresh

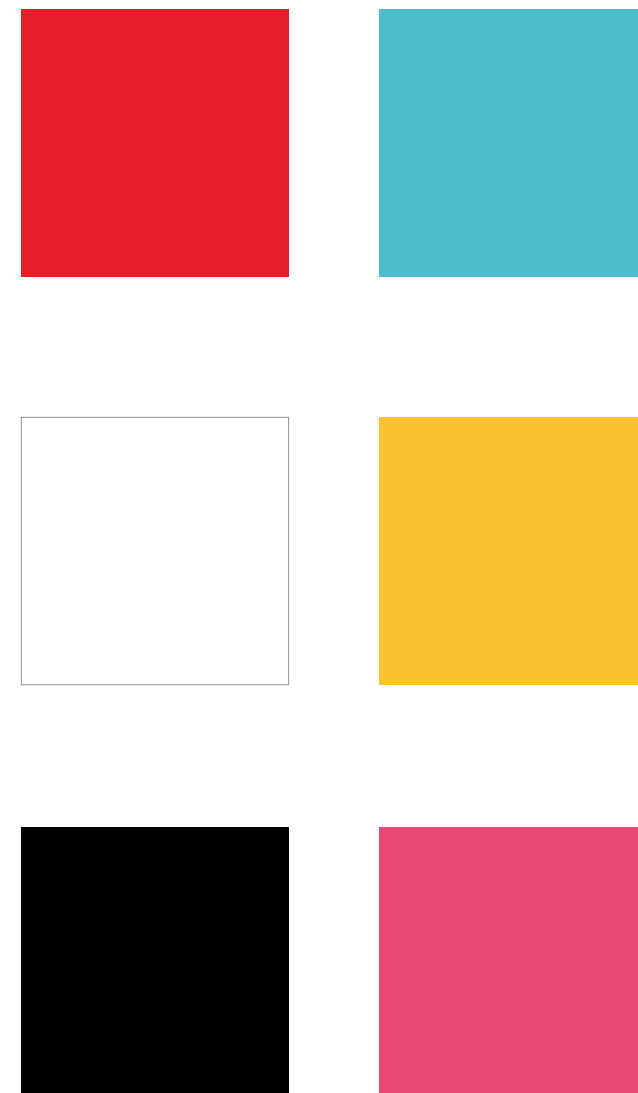


Coca-Cola

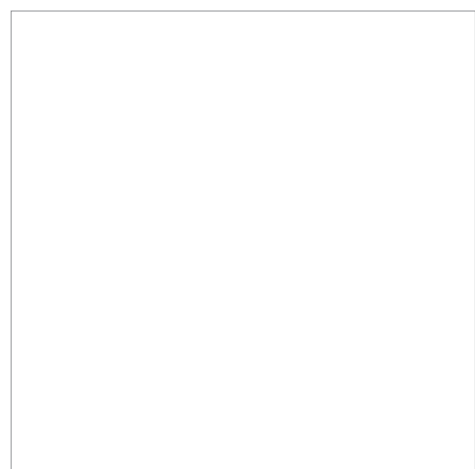


Rayban

Design Research



Mood Board



Red: #e41f28

Blue: #4dbdcd

Official Collaboration Logo

White: #ffffff

Yellow: #fbc12e

Rayban in Coca-Cola's Style

Colors & Logos

Gill Sans MT Regular and Gill Sans MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

_,~?!/<>:;[]{}|?/\()*&\$#@^'”



Transparent Red Acrylic: #e41f28
Transparent White Acrylic: #ffffff

Transparent Blue Acrylic: #4dbdcd
Transparent Yellow Acrylic: #fbc12e

White Acrylic: #ffffff
Hickory Vinyl

Red Acrylic: #e41f28

Construction Materials



Summer Apparel Mock-Up

Collaboration Collateral



Summer Apparel Mock-Up



Summer Apparel Mock-Up



Summer Apparel Mock-Up

Collaboration Collateral



Summer Apparel Mock-Up

Collaboration Collateral



Summer Apparel Mock-Up



Limited Edition Sunglasses Mock-Up



Limited Edition Bottle Mock-Up

Collaboration Collateral



1. San Francisco, CA

2. Reno, NV

3. Los Angeles, CA

4. Scottsdale, AZ

5. Austin, TX

6. Chicago, IL

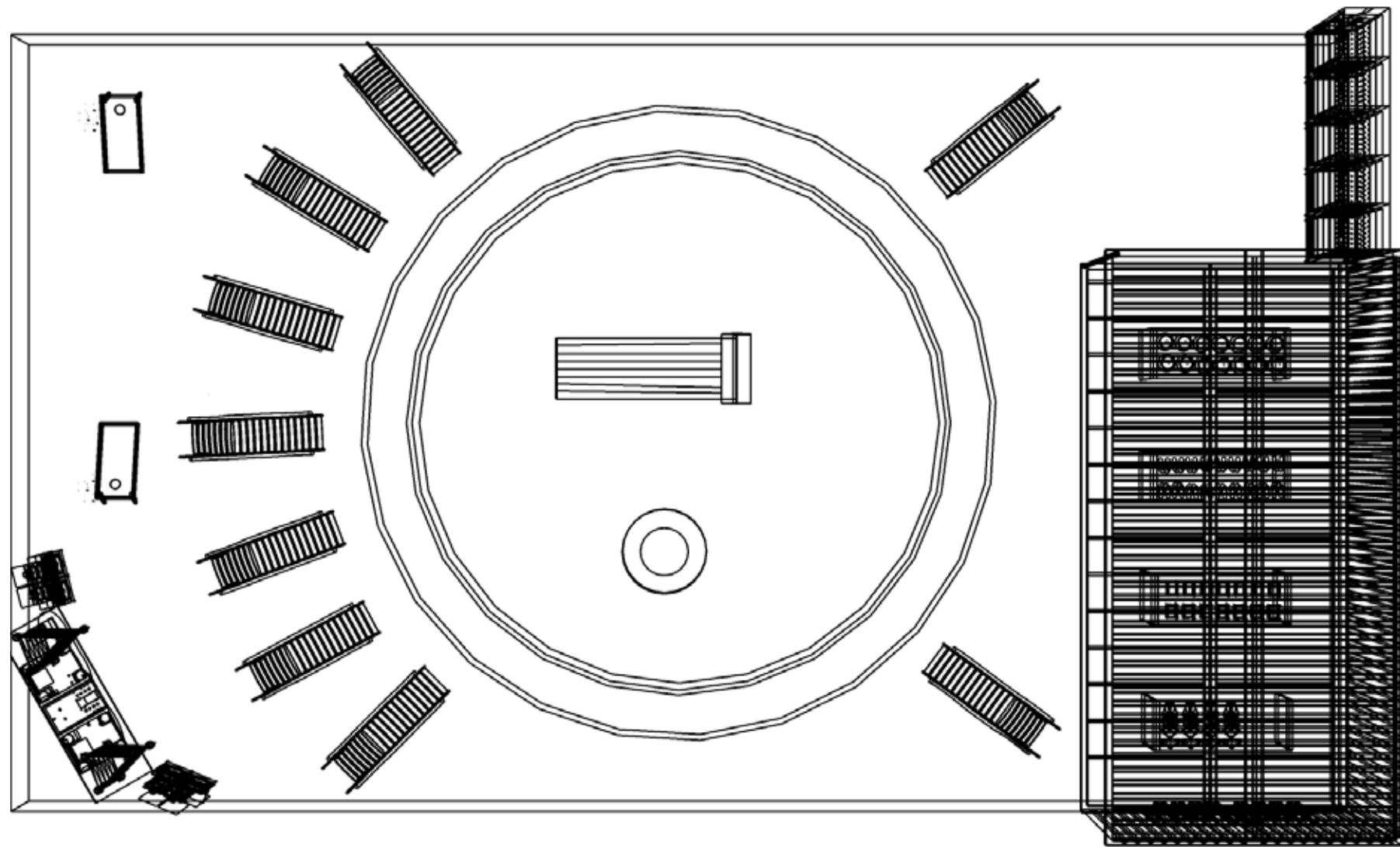
7. Miami, FL

8. New York City, NY

Pop-Up Destinations

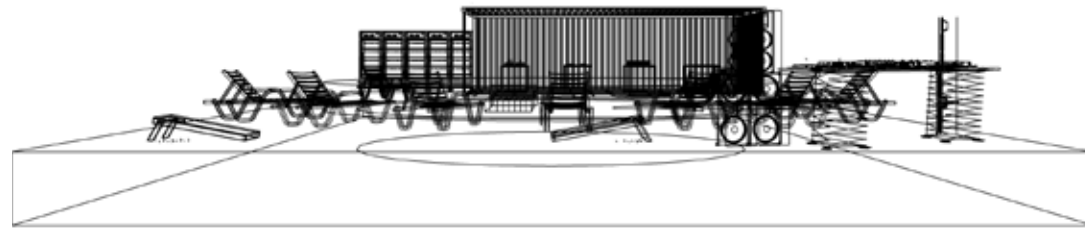
Step into the immersive world of Summer-Refresh at our pop-up shop, where the collaboration between Ray-Ban and Coca-Cola comes to life in a vibrant tapestry of style, refreshment, and pure summer delight. As visitors enter, they are greeted by a curated selection of limited-edition merchandise embodying the fusion of Ray-Ban's iconic eyewear with the spirited essence of Coca-Cola. From stylish sunglasses that capture the essence of sun-soaked days to exclusive summer apparel, every item tells a tale of timeless fashion and effervescent joy.

Our pop-up experience extends beyond mere shopping; it's an invitation to dive into the heart of summer. A crystal-clear swimming pool awaits, offering a refreshing oasis amidst the hustle and bustle of the urban landscape. And that's not all – the experience is heightened with the rhythm of curated music, creating a lively ambiance that amplifies the sense of celebration. We will be offering exclusive giveaways of limited-edition Ray-Ban x Coca-Cola sunglasses, ensuring that every visitor leaves not only with a piece of the collaboration but also with a taste of the summer magic we've carefully crafted.



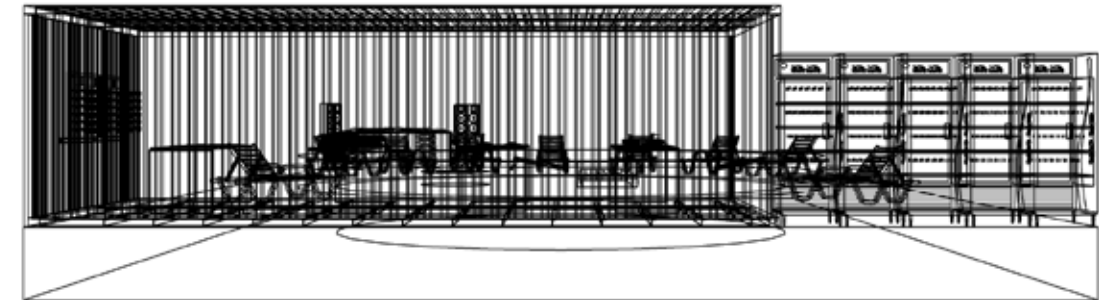
Elevation View

Pop-Up Wireframe

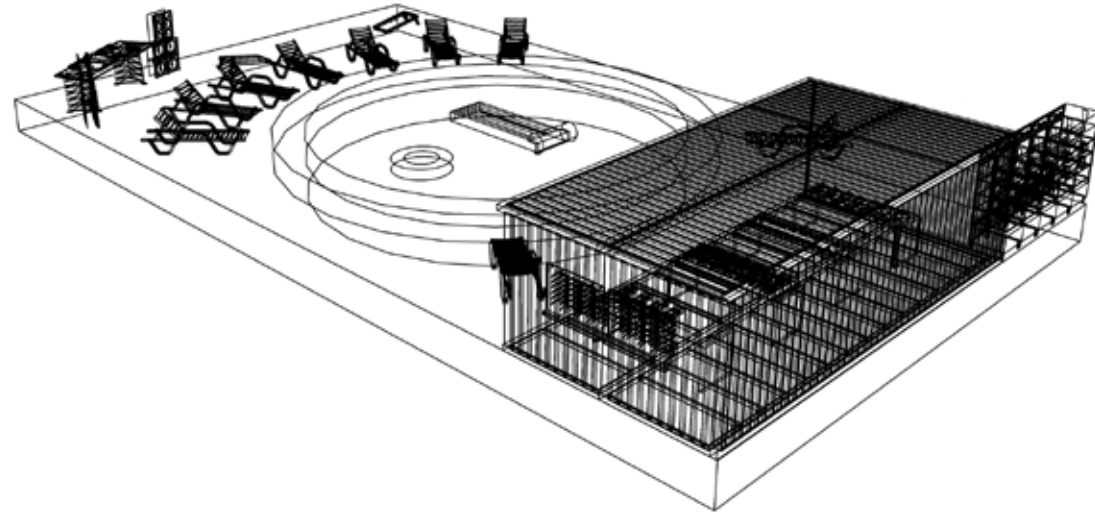


Left Plan View
Front Plan View

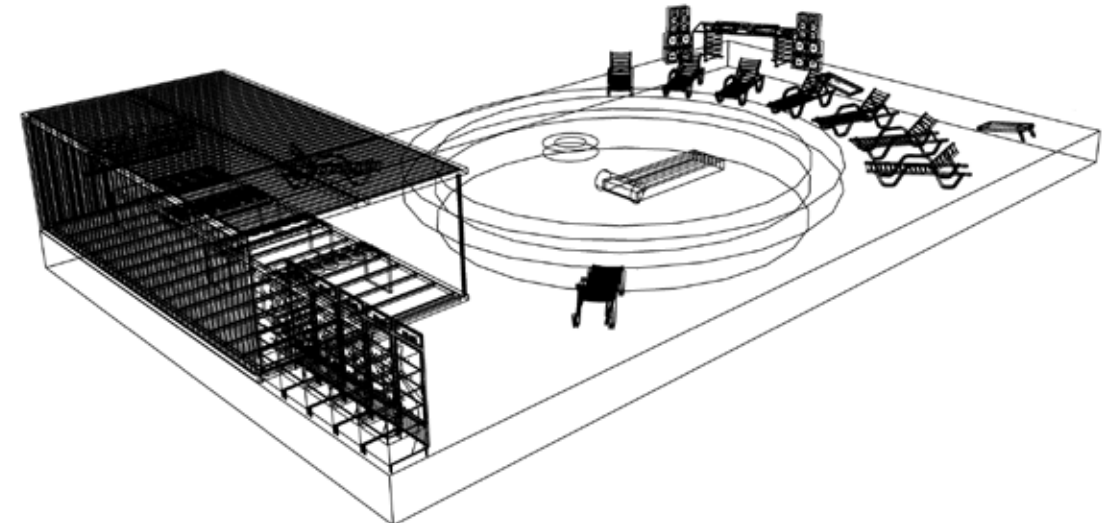
Pop-Up Wireframe



Right Plan View
Back Plan View

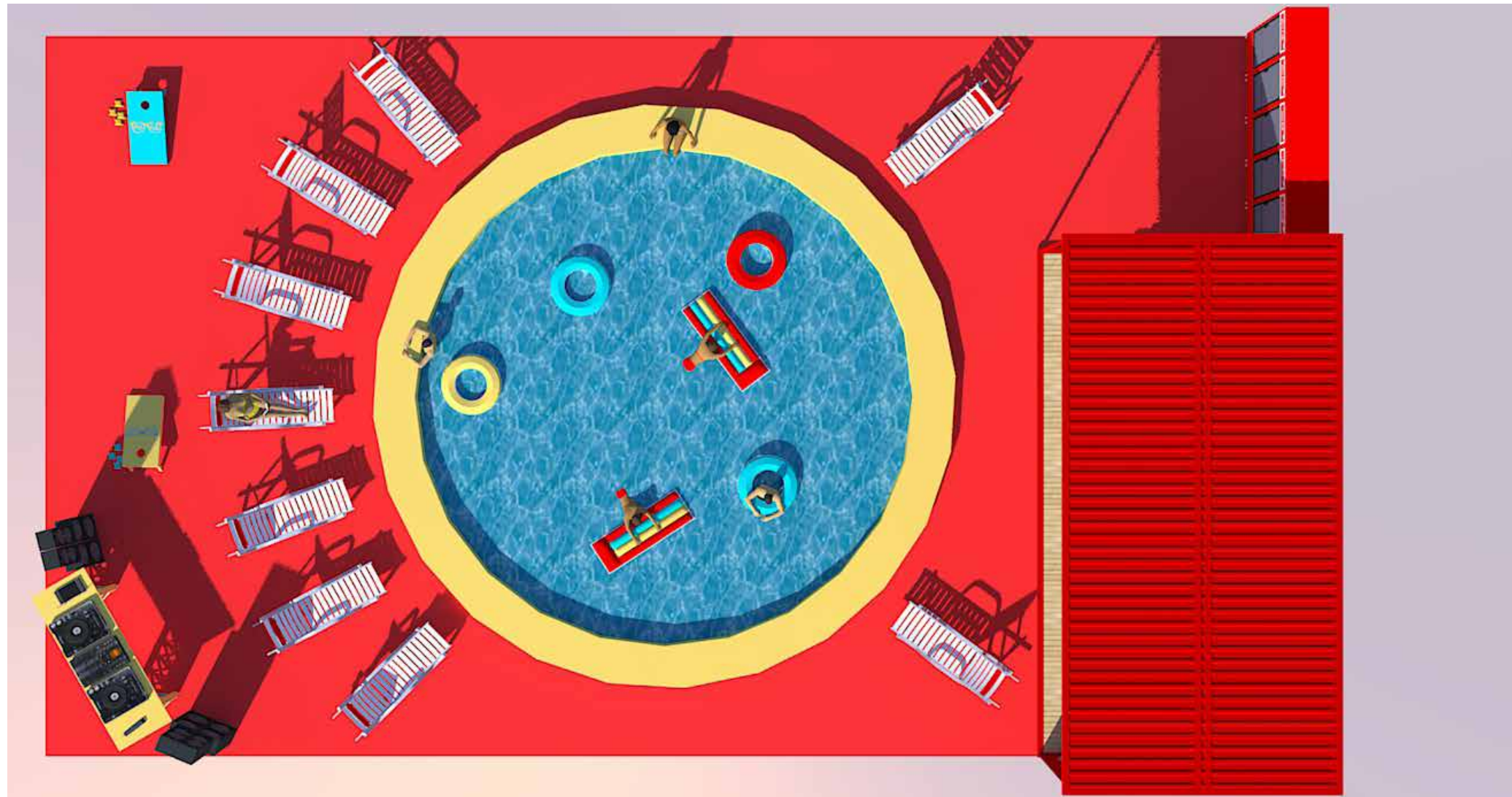


Front Isometric View



Back Isometric View

Pop-Up Wireframe



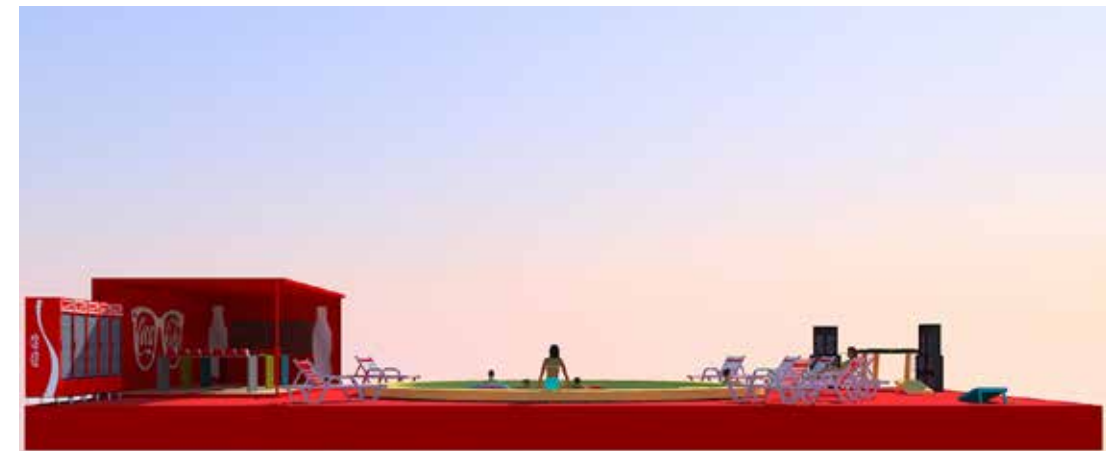
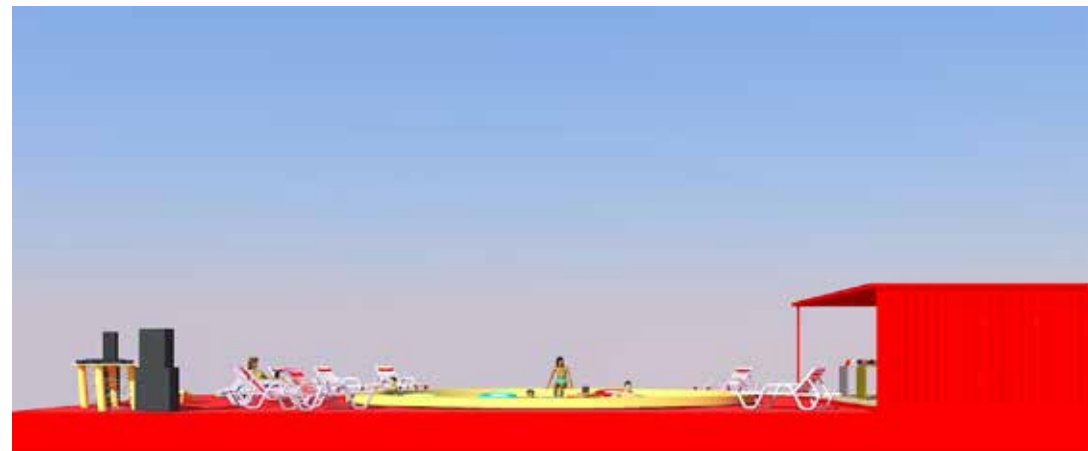
Plan View

SketchUp Rendering



Front Isometric View

SketchUp Rendering



Left Plan View
Front Plan View

Right Plan View
Back Plan View

SketchUp Rendering

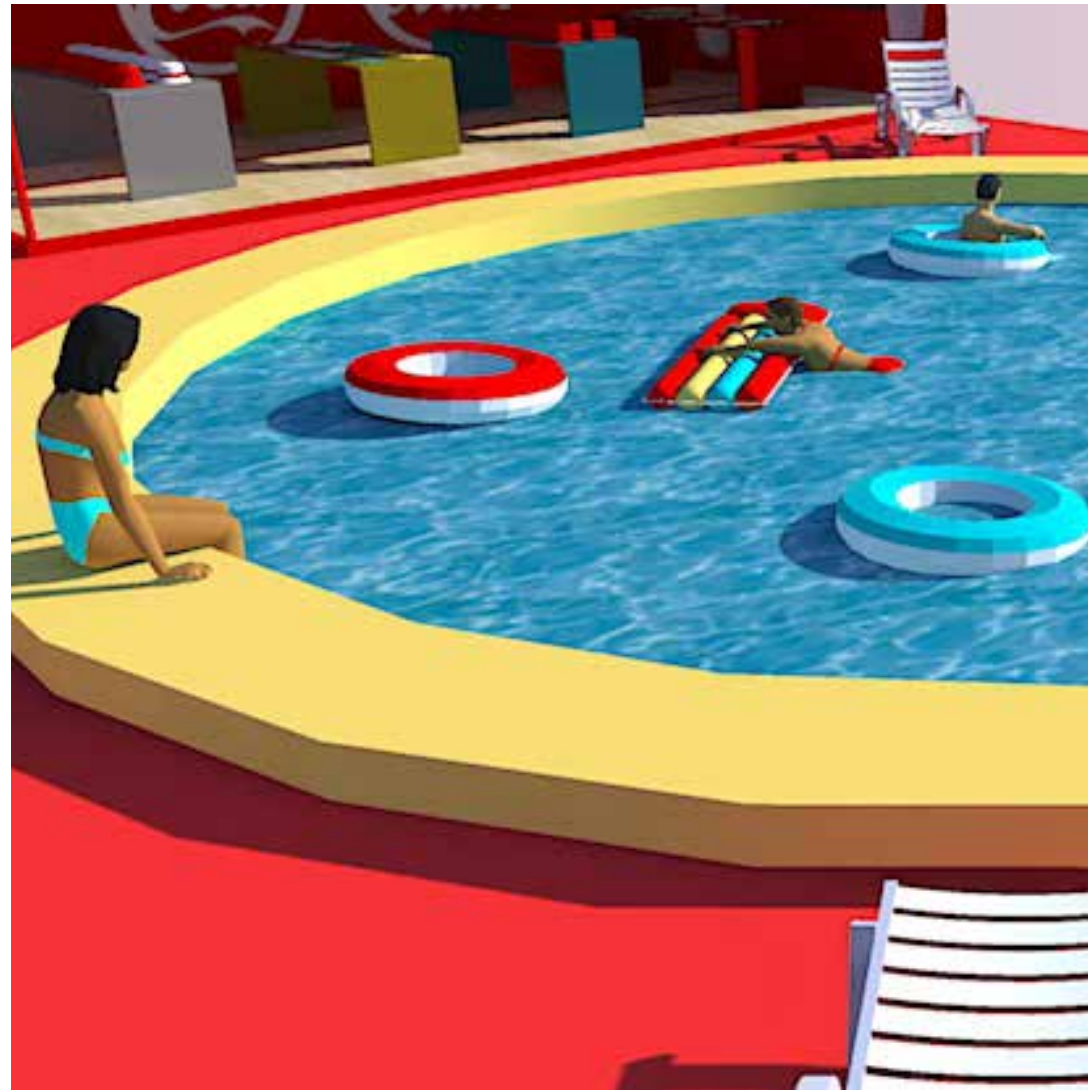


Rendering Close-Up

SketchUp Rendering



Rendering Close-Up



Rendering Close-Up

SketchUp Rendering



Rendering Close-Up



Rendering Close-Up

SketchUp Rendering



Rendering Close-Up

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Colophon
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