



2015 Christmas Decorations
and Promotions for a
Prestigious Shopping Mall

ELEMENTS



Creating Seasonal Surprises for a Leading Shopping Centre

Base Creative helped the Elements shopping mall to design a whimsical Christmas wonderland under the creative eye of world-renowned couture fashion doll designer, Andrew Yang.

Business Strategy

Brand Strategy

Creative Theme

Design and Touchpoints

Event Identity
Event Management
Live Performance
Venue Decoration
Press Release
Invitation Card Design

Digital & Social Media

Elements Christmas Decorations and Promotions 2015

Turning a Shopping Mall into a Whimsical Christmas Wonderland



Hundreds of Kouklitas dolls were dressed in tailor-made costumes for the special occasion and showcased in the several atriums and hidden corners of the mall, alongside a series of festive performances for a fashionable Christmas.

Scope of Work

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