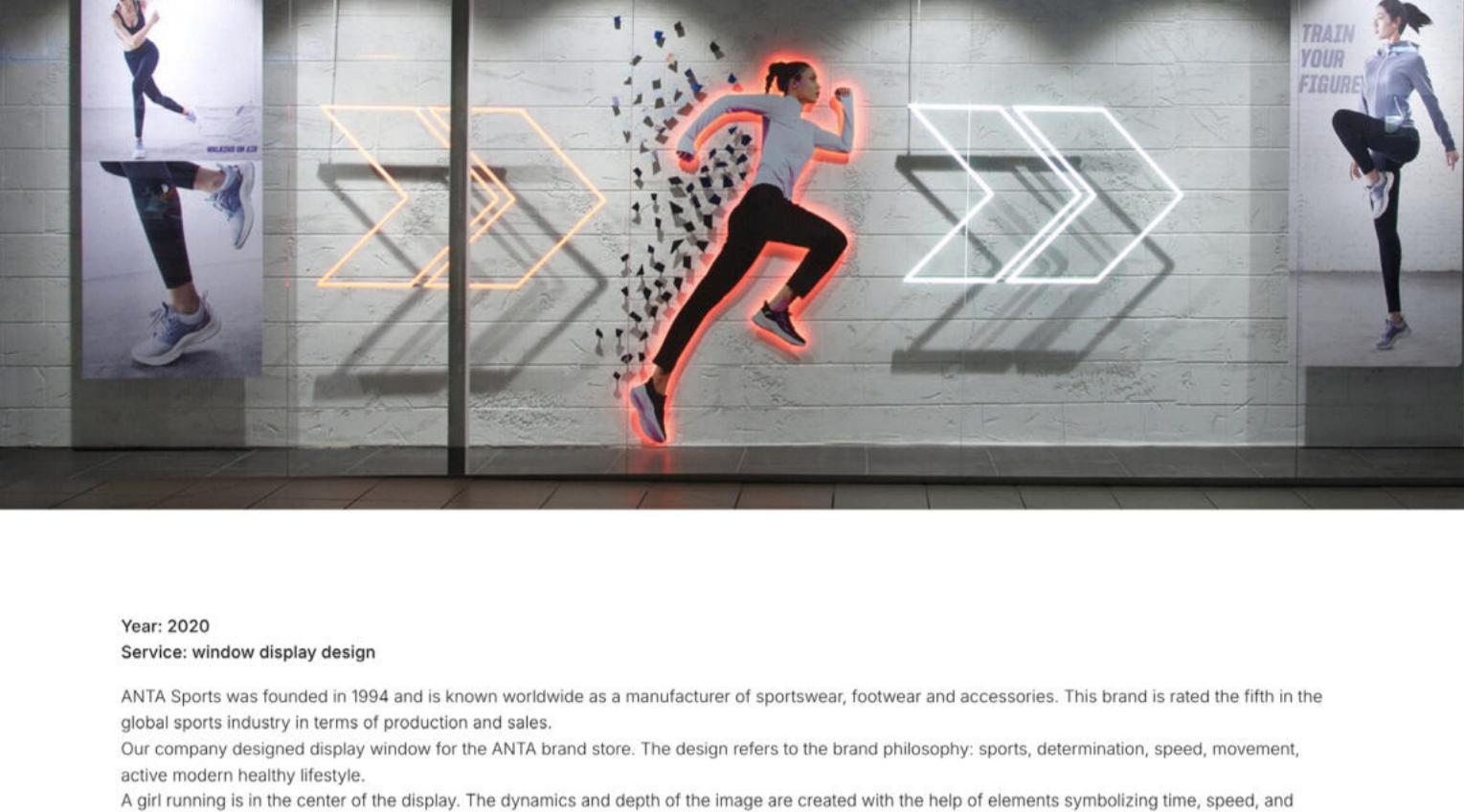


ANTA SPORTS



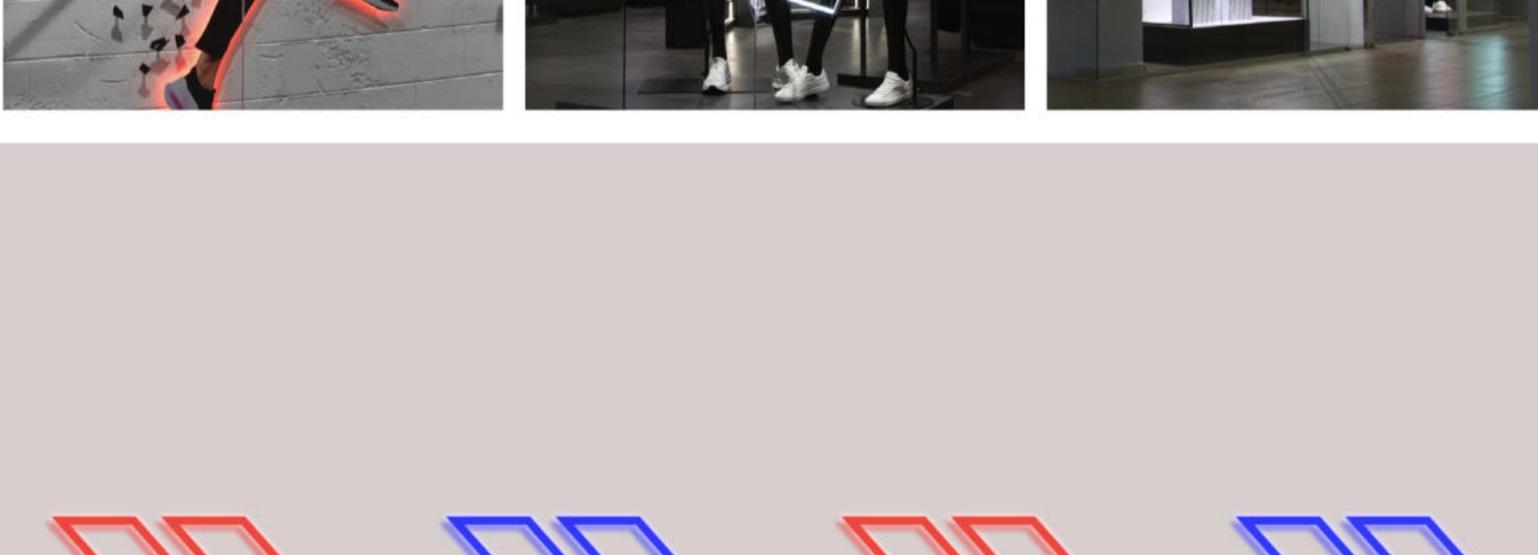
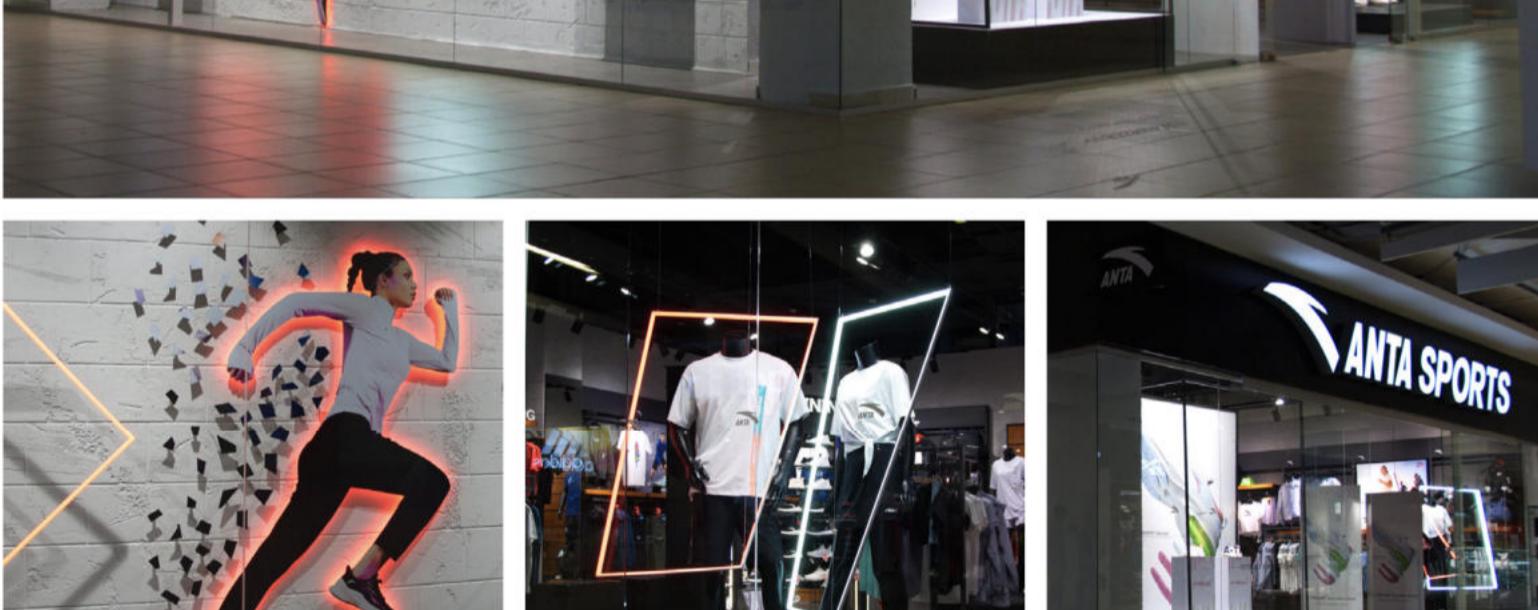
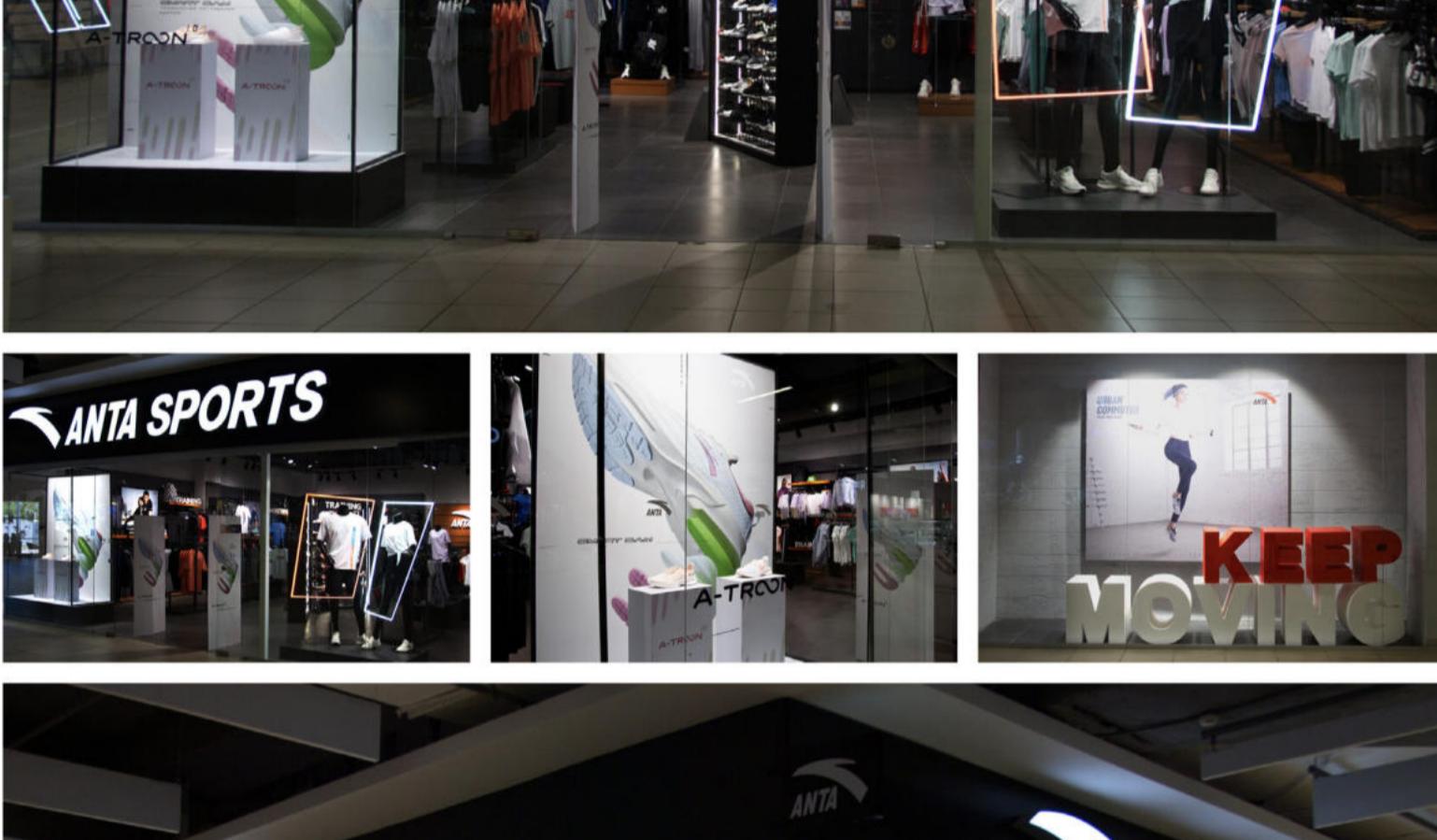
Year: 2020

Service: window display design

ANTA Sports was founded in 1994 and is known worldwide as a manufacturer of sportswear, footwear and accessories. This brand is rated the fifth in the global sports industry in terms of production and sales.

Our company designed display window for the ANTA brand store. The design refers to the brand philosophy: sports, determination, speed, movement, active modern healthy lifestyle.

A girl running is in the center of the display. The dynamics and depth of the image are created with the help of elements symbolizing time, speed, and visually separated from the figure of a running athlete.



Created in 2023

Project development period: 1 month

Project team:

Personal Account Manager of the project, Art Director, Brand Designer, Architect

Technology:

Design thinking, Methodology, Coloristics

Display window design

Branding

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

