

Bal Harbour Shops  
On ACCESS

Bal Harbour Shops  
ACCESS

# creative

— lab —

The Bal Harbour Shops ACCESS Membership and Rewards program, where participants unlock a world of exclusive rewards for their shopping and dining experiences at Bal Harbour Shops. ACCESS members, also enjoy monthly member benefits, adding an extra touch of luxury to your Bal Harbour Shops visits.

**Objective:** Over a 12-month commitment program with monthly activations, Creative Lab dedicated itself to developing and producing the ACCESS brand within Bal Harbour Shops, aiming to drive memberships and increase foot traffic to this prestigious destination. We crafted a compelling brand identity for ACCESS through meticulous planning and strategic execution, positioning it as the ultimate luxury shopping and dining destination. The ACCESS program flourished under our guidance, leaving a lasting impression and establishing Bal Harbour Shops as the epitome of luxury retail and dining.

**How we collaborated:** The campaign orchestrated by Creative Lab was a dynamic blend of dinners, fashion shows, custom suites, lectures, and external sponsorships, encompassing prestigious events like Formula 1 and Food and Wine. We initiated the campaign with a touch of exclusivity, hand-delivering custom invitations to a select group of VIPs, setting the stage for an unforgettable series of experiences. The pinnacle of the campaign was the creation of a custom-built ice skating rink, centrally located within the Bal Harbour Shops, drawing guests into a winter wonderland of luxury and excitement. The entire campaign aimed to elevate the Bal Harbour Shops' brand, captivating the audience with unique and immersive events, and leaving a lasting impression of sophistication and opulence.

Conceptualization and Theme | Detailed Planning and Execution | Custom Fabrication and Production | VIP Guest Experience | Networking Opportunities | Brand Integration | Security and Guest Safety | A list Entertainment sourcing and Managing | All Technical integration to include Lighting, Staging and Sound Design

Through meticulous planning and creative execution, Creative Lab succeeded in crafting an extraordinary and exclusive experience that truly reflected the grandeur of the ACCESS memberships. The series of events surpassed expectations and left a lasting impression on all attendees. We are honored to have been chosen as the creative force behind ACCESS, and we look forward to crafting even more unforgettable experiences that showcase the essence of luxury and sophistication.



THE EVENTS

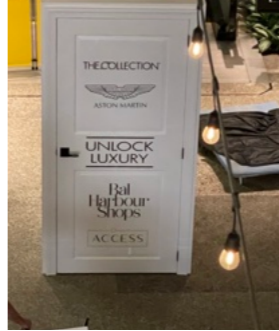
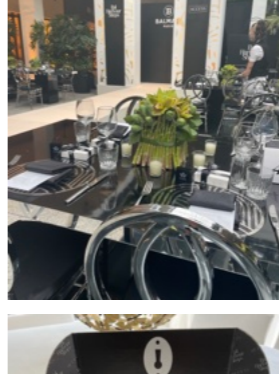
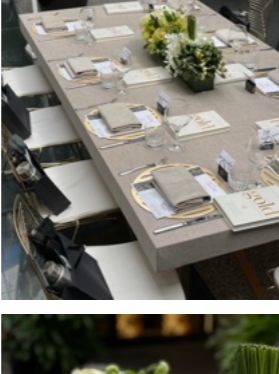
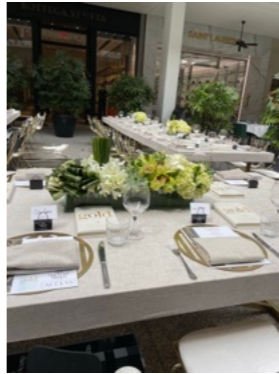
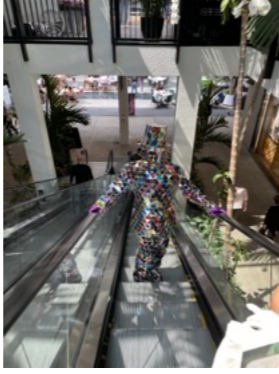
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An aerial, black and white photograph of a large, crowded indoor event space. The room is filled with people, many of whom are seated at round tables, while others stand and converse. The space is decorated with numerous strings of warm-toned lights that crisscross the ceiling and hang down. In the upper left, a sign is visible with the text "ACCESS" and "MEMBERSHIP". The overall atmosphere is one of a busy, social gathering.

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world  
to go