

SUNDAY  
RILEY



SUNDAY RILEY STUDIO DESIGN / FABRICATION / INSTALLATION

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# SUNDAY RILEY

## SELLING NEVER LOOKED SO STUNNING.

This line of highest-quality skincare products is formulated to produce beautiful results. In 2022, with its products on shelves in select stores, the global brand focused on making its QVC debut. But first, they needed to partner with the right people to build a studio set onsite in their Houston offices. One look at our online portfolio and Sunday Riley was sold. This client knows a good thing when they see it.

So do we.





## SUNDAY RILEY QVC STUDIO SET | OUR GOAL? MAKE IT FLAWLESS.

**CHALLENGE** 2020 Exhibits faced extensive requirements. We were given QVC guidelines to follow—presenting seasonal set options, for one. The studio set had to be capable of customization for other types of recordings. Think Pinterest, Tik Tok, and Instagram posts, plus Education & Training sessions, Beauty Advisor segments, and Educational Summits.

Staying on-brand down to the last detail? Critical. Sunday Riley requested that our set build exude elements and attributes like gold, marble, luxury, fun, sustainable, and chic. All while befitting a line of skincare products comprised of science-based active ingredients & botanicals and featuring innovative packaging.

The actual space our teams had to work with measured 20 feet x 20 feet with a nine-foot ceiling. This environment could be split into a 10-foot x 20-foot corner or two wall areas for a half Lab/half living room. Keen strategy, elegant yet modern design, and exceptional craftsmanship combined to create a stunning yet practical set.

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## A RECONFIGURABLE **MODULAR STUDIO SET**

CAN WE WORK A ROOM  
OR WHAT? WE CREATED A  
GORGEOUS SPACE BUILT TO SELL.

We incorporated plenty of elegant built-ins and shelf space into the QVC set. By doing so, Sunday Riley was able to display and feature those skincare products they most wanted to move via the QVC format.

The results? The segment was a glowing success.

Orders continually rolled in as Sunday Riley QVC hosts occupied a lovely on- brand environment that spoke to the quality, class, modern caliber, and artful aspects of their every product. We paid special attention to key elements like lighting, furniture, wall art, and room décor in terms of style, quality, and placement on set. Collectively, our choice of everything from flooring materials to paint color—all of which adhered to a clean, modern aesthetic—combined to create a lovely, alluring environment that conveyed key aspects of the brand, and showcased what our client was selling in the best light possible. Can you say cha-ching?



A FAUX FIREPLACE  
**COZIES UP  
THE SPACE**

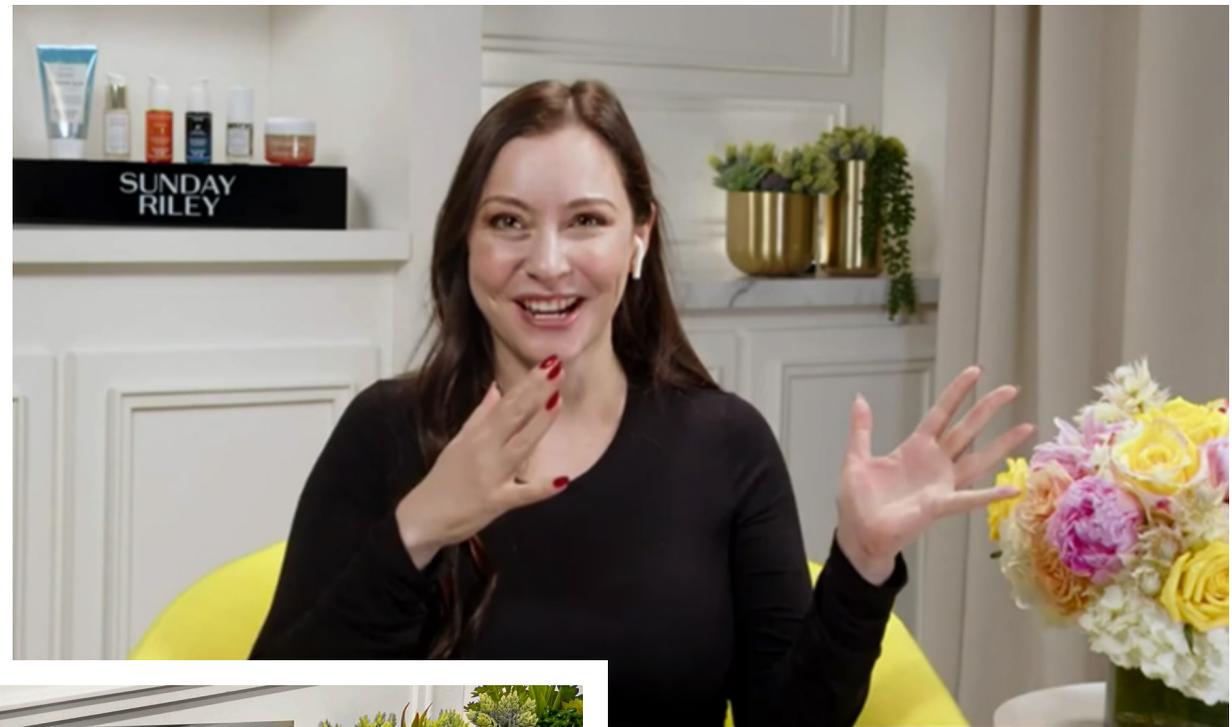
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OUR CLIENT'S PRODUCTS  
**FLEW OFF  
THE SHELVES**



HOW WE DID IT. FLAWLESSLY.

As with many, this important Sunday Riley project necessitated that the masterful teams across 2020 Exhibits work together seamlessly to make our final product the place to see and be seen. Specifically, our Exhibit Fabrication experts built and installed the framework of the set, complying with both brand and QVC requirements throughout the process.

Our award-winning teams from both Graphics and Environments ensured every single on-set element blended perfectly with respect to style, color palette, space, balance, and focus. Concerning the latter, we always kept our client's Priority One in mind: Let's sell as many products as possible and have a good time while doing so.

We're happy to say 2020 Exhibits accomplished just that by designing, building, configuring, furnishing, decorating, and lighting a tasteful space enabling brand representatives to host an entertaining, engaging, and successful show.



BRANDED RISERS  
**DISPLAY  
PRODUCTS**



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