MAISON KELSÉ

EVENTS TOOLKIT

How to brand pop-ups, markets and window displays.

POP-UP KIT LIST

ITEM	QTY	FILE / NOTE
Roll up banner (layout A or B)	1-2	Roll Up Templates
Table cloth, deep wine, logo front	1	Logo files: horizontal logo, rose
Shoe risers, sand or white	6-8	Shoes at eye level
Paper bags and tissue	50	Print Files
Round stickers	100	Print Files
Thank you cards	50	Print Files
QR code card to the website	2	Deep wine, white code
Mirror, full length	1	For trying on

DISPLAY RULES

VISIBILITY

Logo seen from 5 m: roll up at the back, table logo at the front.

LIGHT

Warm white light, no coloured bulbs. Light the shoes, not the wall.

LAYOUT

Best sellers at eye level, one pair per colour, sizes in boxes below.

PACKING

Every sale leaves wrapped: tissue, sticker, bag, thank you card.

STAFF

Wine or black outfit, brand tabis if possible. Greet within 10 seconds.

AFTER

Photograph the stand and share with the brand team.

MAISON



KELSÉ

Questions? Contact the Maison Kelsé brand team.