



CASE STUDY

Nike® Live

Localizing a global legend

While Nike is an iconic global brand, Nike Live is a members-only retail concept that fuses in-person and digital experiences to create an environment that is hyper-localized to each store.

Taylor's creative and prototyping capabilities were instrumental in bringing Nike's brand vision to life. Our multiple signage production facilities nationwide then allowed us to fulfill Nike's ambitious launch schedule and customization requirements.

Precise color matching and production methods resulted in a seamless brand experience from store to store — further strengthening a legendary brand.



Nike responded to the success of its 2021 Nike Live store launches by nearly **doubling** anticipated store openings in 2022 and 2023.



DESIGN | PROTOTYPING | PRINTING | INSTALLATION