

e.l.f.

**1MILK
2SUGARS**
SILVER SERVICE COMMUNICATIONS

KuwlVu worked closely with **1 Milk 2 Sugars** to create this immersive brand experience at Osheaga, Canada's largest music festival.

The activation was created to run alongside e.l.f. SKIN's Suntouchable Whoa Glow SPF 30.

KuwlVu handled everything from the rendering to fabrications to install leading to a 1 of a kind activation that pulled interest from all areas of the festival



At e.l.f. Cosmetics' latest event, KuwlVu brought the brand to life with a custom-built booth that turned heads and captured hearts. Designed to stop traffic and spark interaction, the booth seamlessly integrated e.l.f.'s bold aesthetic with high-impact graphics and immersive brand elements.

From interactive zones to curated giveaways, every detail was crafted to maximize engagement. The result? A constant flow of excited visitors, unforgettable brand moments, and a steady line of smiling e.l.f. fans.

This is what we do. We build experiences that connect.

The e.l.f. Skin swing quickly became a hotspot for fans and influencers, offering the perfect setting for selfies, slow-mo swings, and standout content. Designed to be as photogenic as it was fun, the swing helped extend the booth's reach far beyond the event itself.

Inside, a vibrant photo zone filled with beach balls and playful graphics invited even more shareable moments. Whether it was a quick snap or a full-on photo shoot, guests left with content — and memories — worth posting.

This is how KuwlVu turns interaction into amplification.



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