



Truck Wrap Creates a Platform for Storytelling

Results

Taylor's vehicle wrap expertise resulted in a branded asset that inspires courage, vulnerability and hope.

Challenge

TLC Lingerie, a provider of custom-fitted lingerie, wanted to bring personalized bra-fitting services directly to women. A mobile fitting truck was envisioned that would travel to hospitals and events throughout the region. However, the truck needed to provide a boutique-like experience for customers and give TLC a powerful storytelling platform for topics of special significance — such as Breast Cancer Awareness Month.

Solution

Taylor transformed an otherwise ordinary truck into a fully branded, emotionally resonant environment that enables TLC's personalized bra-fitting service to empower women and celebrate confidence all year long.

- Taylor used seamless color-matched wrap with feminine aesthetic cues, such as sparkle laminate accents that capture the light.
- A tape measure graphic was incorporated that became a highly photographed fan favorite and selfie backdrop.
- Durable, premium-grade materials were utilized throughout to craft long-lasting visuals that would withstand the elements.
- Additional removable vinyl elements, such as the names of breast cancer survivors and warriors, were created that allow TLC to adapt the truck for special events throughout the year.



MATERIALS SCIENCE

Textures, sparkles and other enhanced visual effects convey TLC's unique brand energy.



CREATIVE SOLUTIONS

Event-ready removable graphics allow the truck to be easily adapted for a variety of causes.



COLOR ACCURACY

G7[®] certified color brings warmth, detail and consistency to the imagery used across the truck.