JUST WINDOWS

Media kit 2026

Windows, pop-ups and launches for brands, in Paris, in store or off-site.

93 rue Saint-Honoré, 75001 Paris
justwindows.fr

With the audience of
STARCOW



What the agency does, at Starcow and elsewhere

The agency designs, builds and installs your activations in store, on the street, in the studio and at events.

Strategy & concept

A concept, a format and a schedule, built around your launch.

Space & window design

Plans, materials, lighting and signage, drawn for the real space.

Production & build

Suppliers and schedule managed until opening day.

Events & launches

Teasers, queues, raffles, hosting, security.

Photo & video content

Images ready for your social channels, your site and your stores.

Digital & social

Online amplification, then a results report within two weeks.

Outside the Starcow stores, for example

- The North Face shoot in a Paris park
- The adidas Originals × Sp5der party at the Cova, during Fashion Week
- A Wrangler bandana wall set up in the street
- The New Balance 2010 shoot in a building under construction



The North Face × Starcow, November 2026

STARCOW Audience

400,000+ contacts and a 60% email open rate, available for every activation.

Two stores in the 1st arrondissement, near Châtelet–Les Halles, and a streetwear community online.

180K
Instagram followers

400K+
contacts in the database

100K+
qualified contacts in France

10K+
visits per day on the Starcow website

60%
email open rate

Figures provided by Starcow Paris.



Salomon, Starcow window

At Starcow, three ready-made packages, from two to six weeks live

For brands that need to move fast. Production by the agency, priced after a first scoping call.

Statement

Digital presence

Reach Starcow’s streetwear community with no in-store activation.

- Social & editorial push
- Web placement

2 weeks live

Drop

Product launch

Land a release: social, email and the window over the same period.

- Social & editorial push
- Web placement
- Targeted email campaign
- Window & shopfront

3 to 4 weeks live

Takeover

Full activation

An entire store in the brand’s colours, online and in store.

- The four Drop levers
- Dedicated in-store space
- Pop-up store
- Exclusivity & drop

4 to 6 weeks live

Included in every project, at Starcow or elsewhere

Category exclusivity
At Starcow, no competing brand in the same category during the activation.

Usage rights
Images delivered for your own channels, with twelve-month worldwide rights.

Results report
Reach, traffic, opens and clicks, within two weeks.

Nine brands trust us, including The North Face, adidas and New Balance



The North Face × Starcow
The North Face, November 2026



Wrangler Blue Bell
Wrangler, November 2026



New Balance 2010 × Starcow
New Balance, September 2026



Mud Room Sorel
Sorel, October 2026



Havaianas × Zellerfeld
Havaianas, October 2026



adidas Originals × Sp5der
adidas, January 2026

Six to eight weeks from scoping to launch, a results report two weeks later

W-8
Scoping
Goals, scope, timing, budget.

W-6
Production
Shoot, content, fit-outs, build.

W0
Live
Social, email, window, store or chosen venue.

W+2
Report
Reach, traffic, email performance.

W = week; W0 = launch week. Six weeks minimum, eight for an off-site pop-up.

Next steps

1. Send your brief: the form on justwindows.fr, email or WhatsApp.
2. The team replies within 48 hours.
3. A first scoping call, then a priced proposal.

Just windows.
And everything behind them.

JUST WINDOWS

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