

Eyelash Emporium FSU

By DisplayMode



BEAUTY
STUDIO
BY Superdrug

12 Days OF TREATS

Day 1	Day 2	Day 3	Day 4
USE LASH SERUM PAIRS WITH ALL BEAUTY TREATMENTS	USE SERUM WHEN YOU HAVE A HAIR AND FOR POST-TREAT	USE ON ALL BROW & LASH SERVICES	FREE HAIR AND ON EYEBROWS WITH ANY SERVICES
Day 5	Day 6	Day 7	Day 8
FREE SPA UP WITH ALL TREATMENT SERVICES	SAVE 10% ON ALL SERVICES & BROW SERVICES	USE ON ALL BROW & LASH SERVICES	USE ON ALL BROW & LASH SERVICES
Day 9	Day 10	Day 11	Day 12
FREE SPA UP WITH ALL TREATMENT SERVICES	USE ON ALL BROW & LASH SERVICES	USE ON ALL BROW & LASH SERVICES	USE ON ALL BROW & LASH SERVICES

GET PARTY
READY!

Thursday	0000	500
Friday	0000	500
Saturday	0000	500
Sunday	0000	0000

READY FOR
fabulous



GO FOR gorgeous

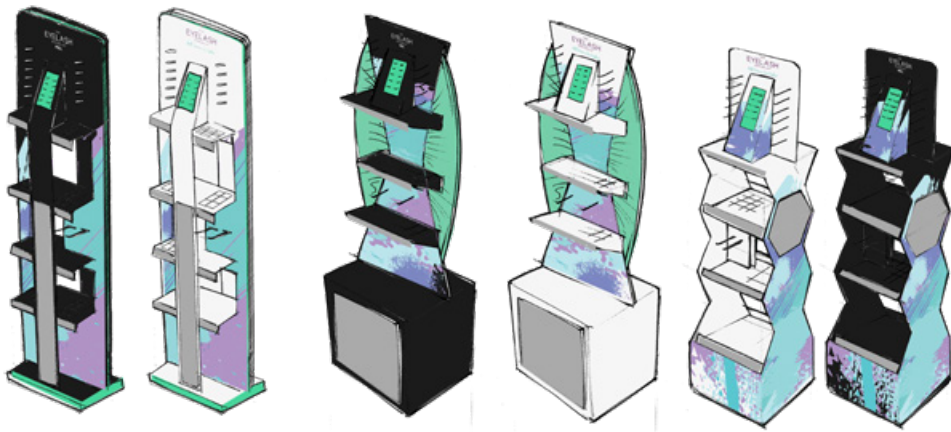
TREATING	EYELASH EXTENSIONS
Upper Lip	Classic Lashes
Lower Lip	Natural Look Lashes
Forehead	Strip Lash Application
Chin	Lash Removal
Neck	BROW & LASH TINT
Upper Lip	Synthetic Tint
Lower Lip	Synthetic Tint
Forehead	Brow & Lash Tint
Chin	
Neck	

AFTERCARE

BEAUTY STUDIO

THE
EYELASH
EMPORIUM™
Roll Camera, Cue Lashes!

DisplayMode
Manufacturing & Design



The Brief

Design and manufacture a semi-permanent freestanding unit. The unit must suit the provided planogram and fit within the required footprint.

The product packaging is still yet to be finalized but the deadline will still need to be met.

Sketches get the ball rolling - they may be less accurate but can communicate ideas quickly.

The Process

- 1 With a lack of product - sketches were the best first step.
- 2 Visual iterations were then completed. We revised the visuals a few times to make sure the design was exactly what the client wanted.
- 3 Prototypes were made, this refined any manufacturing processes and methods we would use in the production run.
- 4 We fulfilled an on-time successful rollout of units!



Final Design Overview

By working with the client we were able to achieve a design that fulfilled the criteria and even more! We produced a predominantly MDF unit that adhered to the client's planogram. Some of the other design features include:

- Product display area - we produced a vacuum forming in the client's chosen Pantone. This allows customers to see the eyelashes clearly.
- Clever layout - The eyelash display area directly correlates to the products found on the euro hooks.
- Vacuum formed shelves - To prevent a cluttered display we added vacuum formed product locators to each shelf, these can be replaced later on.
- Permanent and updatable graphics - By using a combination of direct print and graphic holders, we achieved an updatable unit with a strong brand presence.



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