



Diam International Wins Six Outstanding Merchandising Awards

27 March 2006

Diam International was honored on March 27 in Orlando with six of the merchandising industry's most prestigious Outstanding Merchandising Awards for the following displays:

- GOLD - Lancôme Holiday 2006
- SILVER - Dior Mens and Womens Fragrance
- SILVER - Guerlain GTS
- BRONZE - Lancôme Spring 2006
- BRONZE - Jordana Counter
- BRONZE - Dior Skincare Bar

Diam's display for Lancôme received a Gold OMA for its unique "Wrapped in Radiance" holiday collection counter unit that reinforces its brand values of quality, beauty and elegance. Glitter is subtly used throughout the base and deep red mirrors emulate the look of ribbons. Levels add dimension, creating the illusion of wrapping the display in flowing ribbons and hinting at the "Wrapped in Radiance" theme. Ribbons also serve to segment the line into product category groupings. The substantial ½" thick acrylic base provides a quality, glass-like appearance.

The illusion of floating was achieved through the use of levels, created by pods. Engineering innovation led to pods, a simple solution that created levels and an upscale result that stayed within budget. For consumers, the overall impression of deep red, high gloss ribbons on a sparkling base instantly communicates holiday. The look of streaming ribbons is feminine and engaging. Ribbons also create product segments. They organize categories so the consumer can easily find her products and they add to her ease of browsing. For retailers, the entire holiday collection is displayed in roughly one square foot of space.

Hundreds of merchandisers competed in this annual competition for Outstanding Merchandising Awards. Each submitted a lengthy questionnaire, but the key to winning is results. Entrants are asked to disclose specifics on how the merchandiser met its objectives and judges give this response twice the weight of all other questions. As a result, winners of the competition demonstrate that merchandising is just helpful at retail, but drives measurable results.