



Jordana Cosmetics Stands Tall Among Cosmetic Giants

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Family-owned Jordana Cosmetics competed against some of the most legendary cosmetic companies and won an Outstanding Merchandising Achievement award at this year's POPAI (Point of Purchase Advertising Institute) Global Shop in Orlando, Florida.

Twenty years ago, the Bijou family introduced Jordana in Los Angeles, California, with the hope of offering women quality color cosmetics at extremely affordable prices. Jordana offers a broad range of quality-driven formulas, packaging and an expansive color range at value prices. Jordana appeals to a multi-cultural audience, spanning across age, income and ethnicity, and is a particular favorite among Hispanic women. Jordana is the #1 budget brand in Mexico and a leader in most Latin American markets.

Jordana's need for a more exciting, contemporary display for its eye and lip pencil line led it to Diam International. Jordana was counting on sales growth of 25% and needed a counter unit to hold its 130 SKUs, without any added space, including a new lip gloss product. The unit also had to meet stringent space requirements to fit within its designated shelf. Diam responded with a streamlined counter unit that better organized eye and lip products to more clearly communicate benefits and pricing. The angled unit fit comfortably on the shelf with all products visible and accessible. Diam's modular approach for new products and use of strong graphics created category segments and provided consumer education. For retailers, the unit efficiently holds 130 pieces of products in just three feet of counter space with assembly that simply snaps together, secured with a thumbscrew.

"This is a fun, colorful sea of products that breaks through the clutter with an energy that invites consumers to touch, browse and shop. The unit is amazingly well-organized and ignites multiple-purchases across all segments," observed Christine Scillieri, Vice President Marketing for Jordana. "In Jordana fashion, the pricing is extremely value-driven."

The counter unit is currently in all stores and early reports are that multiple purchases are being achieved, putting Jordana well on its way to achieving their sales goals. The OMA judges agreed and awarded Jordana based on its innovation, consumer and retailer benefits, and most importantly, its results.