



Stila Updates Image Globally

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Stila is a professional make-up artist based brand with a sassy, edgy attitude. In France , the tester units did not effectively communicate the brand values and needed to be updated. Stila wanted to move quickly to gain placement in the Sephora store in Champs Elysees, one of Sephora's most important stores in Europe . Following Stila's design concepts, POP Displays engineered, produced and shipped a high quality 9' wide tester set, in just four weeks that mirrored the image of "artistry with a wink".

Tiles are pitched at 45 degrees to be visible across the store and easily shopped up close. Lighting creates a beauty setting and further enhances product and color visibility. Nine separate lights are daisy chained together, resulting in just a single cord for simple installation. Products are organized by category for improved shoppability so consumers can quickly find the product they want or just enjoy browsing. Products such as rouge pots stay closed for sanitary reasons, but color matched graphics on the lids are easily visible. As planograms change, an egg crating storage system makes it easy to change products held in inventory behind the testers. Testers and inventory are in pull-out drawers for ease of shopping and restocking. The display structure shipped fully assembled and Stila simply slid the display into the Sephora framework, laid the tiles in place and added product.