



## Shu Uemura Summer Shades on POP Display

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POP Displays designed and produced a new tester for Shu Uemura to showcase its new summer shades.

Shu Uemura is a prestigious line of cosmetics based on elements from art, nature and technology. Products are uniquely presented, meticulously formulated and highly efficacious. Displaying the 2007 Limited Edition Golden Summer Collection required the same level of innovation and quality. POP Displays' strategic understanding of the brand and attention to detail resulted in a tester that showcased the new shades and communicated Shu Uemura's brand values.

Quality is the initial perception, with a substantial 1" thick base of clear and white acrylic as the foundation for the single tier counter tester. Elegant simplicity and symmetry in product layout reinforce the artistry of Shu Uemura. Ergonomically designed, the unit elevates slightly from front to back for complete visibility and easy access to all products. The template holding the testers are invisibly attached to the base with pins that are invisible to the eye, sitting beneath the wells holding nail polish.

Inspired by Shu Uemura's approach to cosmetics, POP Displays merged functionality and art into a tester that mirrors the image of this celebrated brand.