



## Annabelle Dares to be Different

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Annabelle, a leading Canadian cosmetic line, announces the launch of its exciting new cosmetic wall, designed and produced by POP Displays.

Annabelle is an edgy cosmetic brand embraced by young, active fashionistas. These young consumers, mostly 16-25, are “makeup junkies”. Annabelle users are both passionate and playful in their use of cosmetics and want their own personal style. They are introduced to Annabelle as their first brand and stay with it as young professionals. Annabelle dares to be different and brings them cutting edge style with high quality, innovative products and high impact color at an affordable price. Annabelle is especially known for their leadership in the eye category with a vast assortment of color and textures.

Merchandising was needed to communicate this unique brand on the cluttered cosmetic wall. Joe Berzok, Senior Vice President of Sales at POP Displays said, “We partnered closely with Annabelle every step of the way. We wanted to celebrate Annabelle’s leadership, its trendy, playful attitude and its extensive range of color and texture.”

The Annabelle wall is headlined with an unexpected matrix of angled cubes filled with eye and lip pencils, their hero products. They set the stage with a shock of color. The interruptive design reinforces the playfulness of the brand. The emphasis on color is echoed throughout the display as sections for eye shadows and lip gloss all shout color.

Lighting draws attention. LEDs in the header shower light onto products. Each tray has LED strips underneath to illuminate the product below. The energy efficient LED lighting solution developed by POP Displays is patent pending. Power is generated through the uprights in the backwall, so when resets are needed, there are no wires to manage. Drug stores associates simply remove the trays to disengage power, and when it is inserted in a new position, power is automatically re-connected.

Drama and energy also differentiate this wall. The black back wall provides a backdrop to that allows color to explode off the wall. It covers the pedestrian pegboard found in most retailers and creates a clean landscape that energizes the brand. Trays are also black for added focus on color. A strong visual hot spot creates bold impact and conveys the brand personality.



Knowing that retailers each want their own unique presentation, the wall was designed to be customized. All trays are modular to enable unique planograms. The wall can adapt to 2', 3' and 4' options. Retailers also find resets easy to manage.

Christine Barvinek, Vice President of Sales for Annabelle commented, "One of the key mandates of this new wall, was for our brand to "POP" at retail. The pegged area of the cosmetic section is self serve and the new wall had to deliver on this key objective. The unique, octagonal shape of the pencils and the colour chips delivered on this objective. I am very pleased with the look of our brand. Feedback from our retail partners has been overwhelmingly positive! Another key objective was functionality. The reline activity at retail can create a lot of down time for our customers, so our goal was to have a system that allowed for quick efficient changes. We reduced our reline time dramatically!"

Annabelle and POP Displays succeeded in designing a merchandising solution that is fashion-forward with bold imagery and emphasis on color as well as fitting the needs of retailers.