



Elizabeth Arden Lips and Tips

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Elizabeth Taylor's White Diamonds is the most popular selling fragrance in the U.S. The brand's department store image needed to be translated to the value market to launch the new Elizabeth Taylor line of Color Cosmetics with a display that communicated the product's high quality and prestige image, closely aligned to the White Diamonds fragrance.

This nationally recognized brand is packaged and displayed to mirror the renowned White Diamonds fragrance bottle. Its pave collar and brilliantly shiny gold surfaces are, in fact, reminiscent of diamonds. To echo these attributes, the glittery texture of the display's header visually connects the bottle to the fixture.

Branding is further reinforced with the image of Elizabeth Taylor integrated into the display. The unit is a very cost effective and space efficient solution that remains true to the brand's aesthetic values. The fixture is durable, flexible and versatile. New items and shades are easy to add or update and the trays can accommodate different product planograms.

The display can either sit on a counter or hang from the wall, without any loss of brand integrity. The result was a prestige-like showcase for product and packaging.