



SEPHORA

EXHIBITION
PROCESS BOOK
TIBA & MALAK

CONTENTS



SECTION 1
EXHIBITION OVERVIEW 1-7



SECTION 2
EXHIBITION DETAILS 7-16



SECTION 3
EXHIBITION IDENTITY 16-25



EXHIBITION OVERVIEW

EXHIBITION BRIEF

Company Name: SEPHORA

Product Category: COSMATICS, SKIN CARE BEAUTY SUPPLIES.

Website: <http://www.sephora.com/about-us>

Annual Expo Attendance: COSMOPROF NORTH AMERICA - LAS VEGAS
14TH EDITION: JULY 24 - 26, 2016

What are the most important business objectives and their annual trade show attendance?

Establish or enhance company awareness, credentials and capabilities, BUT most importantly educate people more about the latest studies and newest technology and products that they are offering. It's about exploring the customer's custom product and how they can find things that match them alone.

VIP Guests

1. Brand and Products Executive
Example: (Make-up companies/Vendors)
2. Professional Make up Agencies/Professional Make-up Artists. Example: (Magazines Executives/Bloggers/Celebrities)
3. Beauty Schools and Academies
Example: (Academy for Salon Professionals: Cosmetology, Esthetics & Advanced Makeup/ Academy of Freelance Makeup: Makeup Artistry & Hair Styling.)
4. VIB ROUGE Members (SEPHORA EXCLUSIVE MEMBERS).

EXHIBITION INFORMATION

Take Place In

Chicago Convention Center, McCormick Place, IL

Hall Number: A

Booth Size/Floor Plan :136'x80' and 17' total height

Booth Type

Island Booth, Flat

ARCHITECTURAL ELEMENTS

Service Stands

Product Stands

For VIP-CIP- Public

This mostly will be consisting of products and samples from each category

1. **SkinCare** there will be area for a spa treatment as well as information area with experts and lastly stations to test out the latest product in skincare
2. **Fragrance** area where there will be product stands and digital screen people can take a quiz to find their match.
3. **Beauty shops & Beauty workshops** also product stands and digital screens
4. **Photo Booth** area will have a closed in space.
5. **Color IQ** product stands as well as digital screen and seating area to find the right color to match the skin.

VIP 25'x25" located in the second floor of the exhibition

Lockup & Storage

Located at the under the VIP second floor on the ground floor

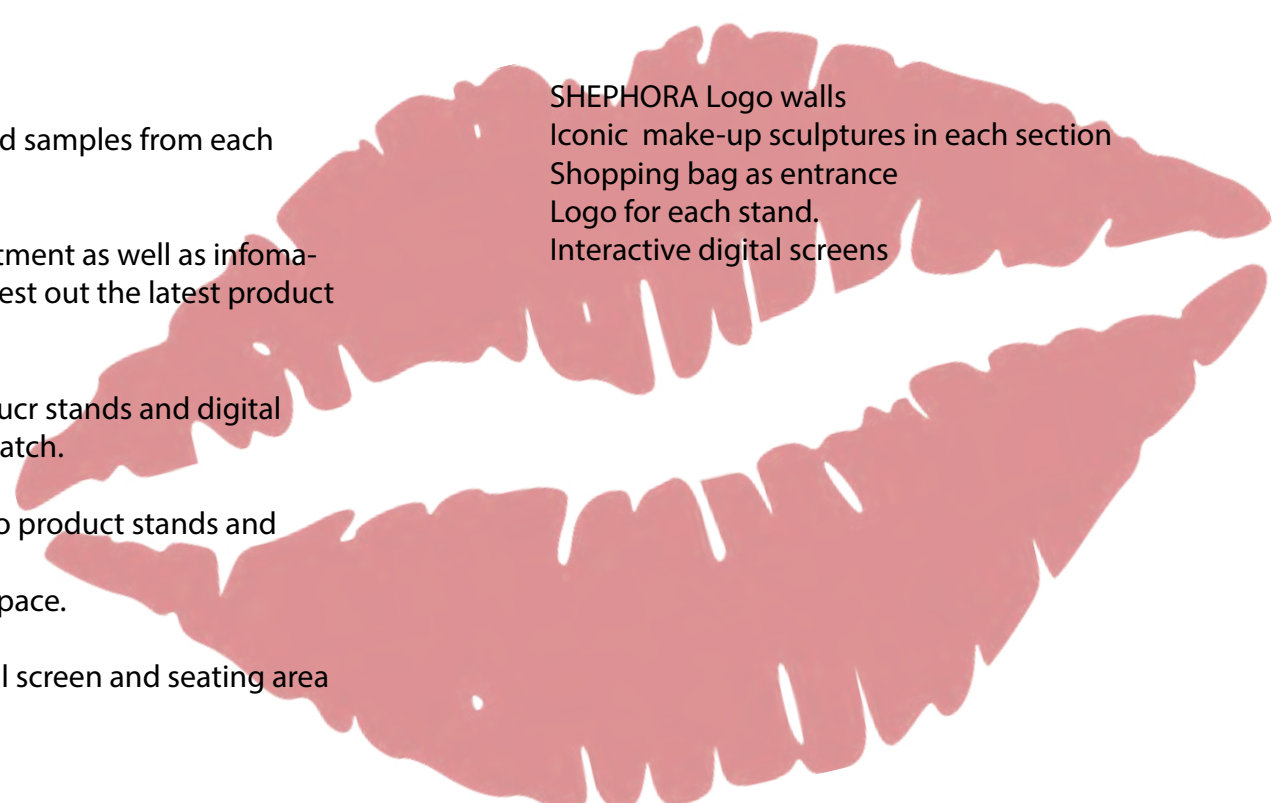
There will be Four to five staff per 'section', making it 30 staff in total.

Lighting

Lighting will mainly be fixtures located to line the ceilings and backlights

GRAPHIC IDENTITY

SHEPHORA Logo walls
Iconic make-up sculptures in each section
Shopping bag as entrance
Logo for each stand.
Interactive digital screens



SEPHORA

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open-sell environment features an ever-increasing amount of classic and emerging brands across a broad range of product categories including skincare, color, fragrance, body, smilecare, and haircare, in addition to Sephora's own private label. -SEPHORA

Today, Sephora is not only the leading chain of perfume and cosmetics stores in France, but also a powerful beauty presence in countries around the world- SEPHORA

Inspiration

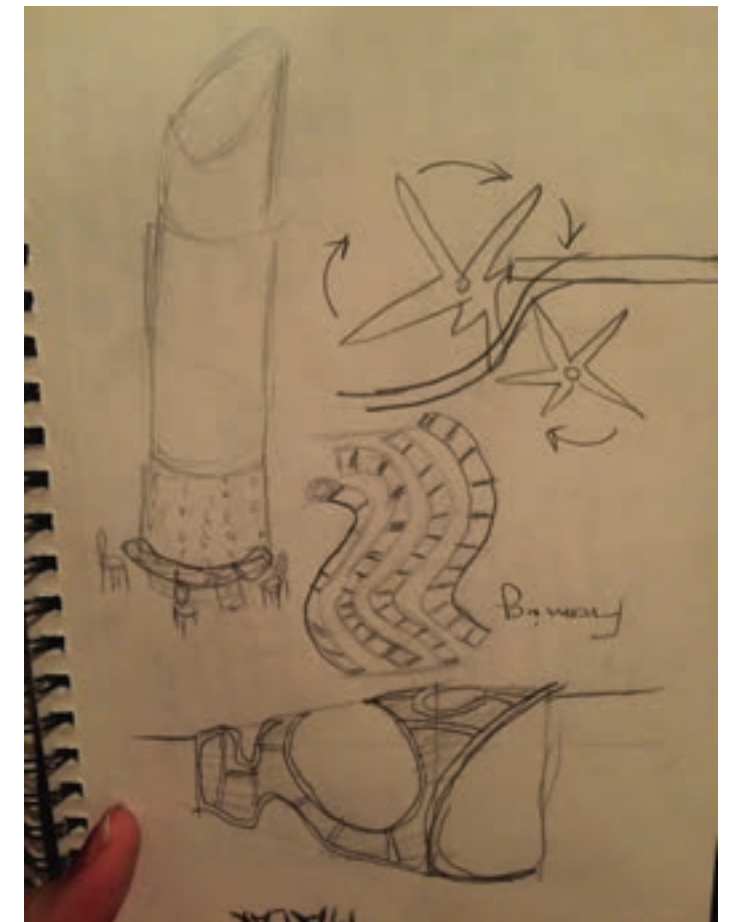
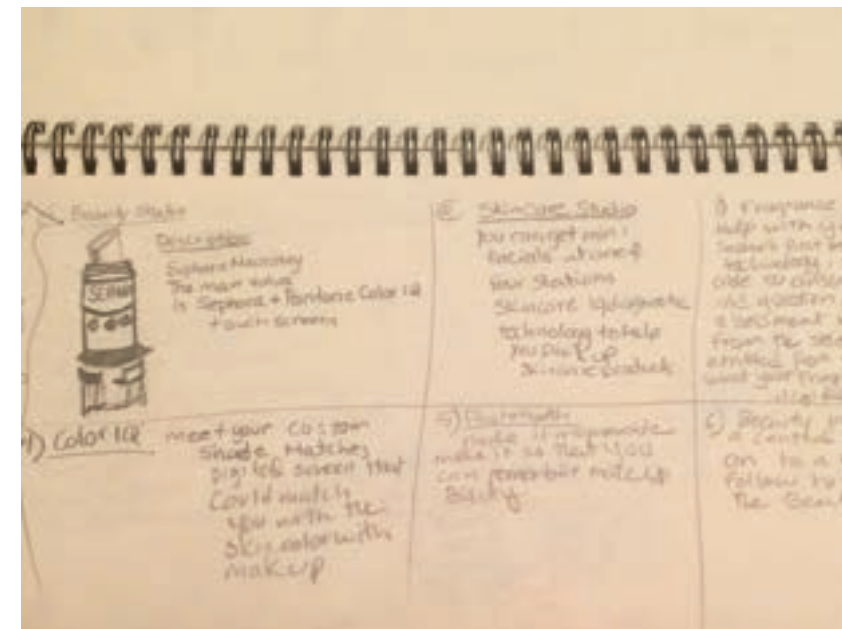
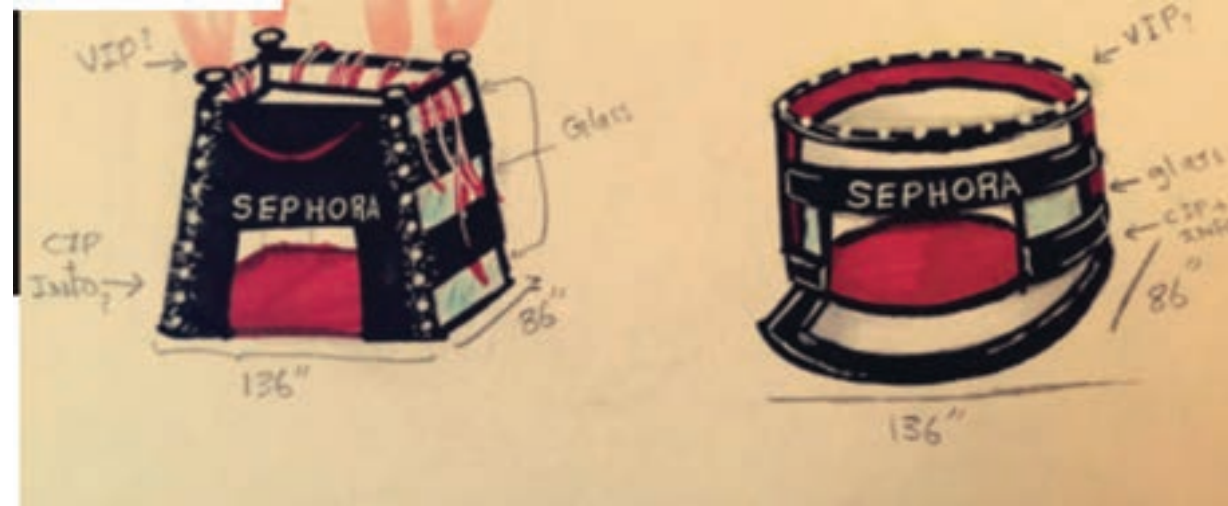


Concept MAP BRAINSTORMING



We wanted to focus on those three major concepts within our booth. We came up with designs which help us achieve our goal and make the space comfortable and relaxing for those who are coming in.

Sketches/ Concepts



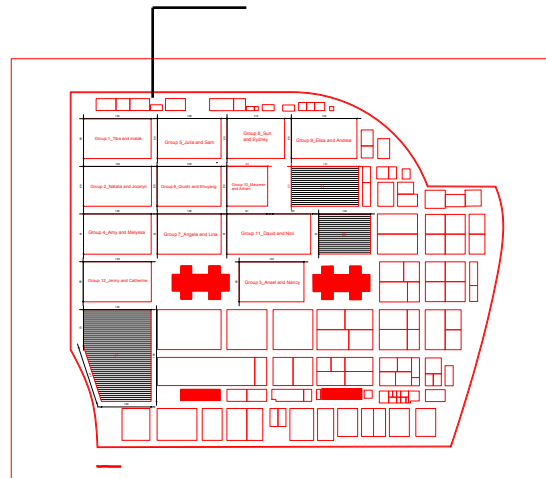
These are our Initial designs concepts and Sketches. We wanted to highlight the make-up and make it our main focal point. We started more focused on the shopping bag idea then we decided to make it about beauty exploration. We kept developing our design further to match our main idea which is about **exploring beauty** with in yourself...

SEPHORA

Floor Plan

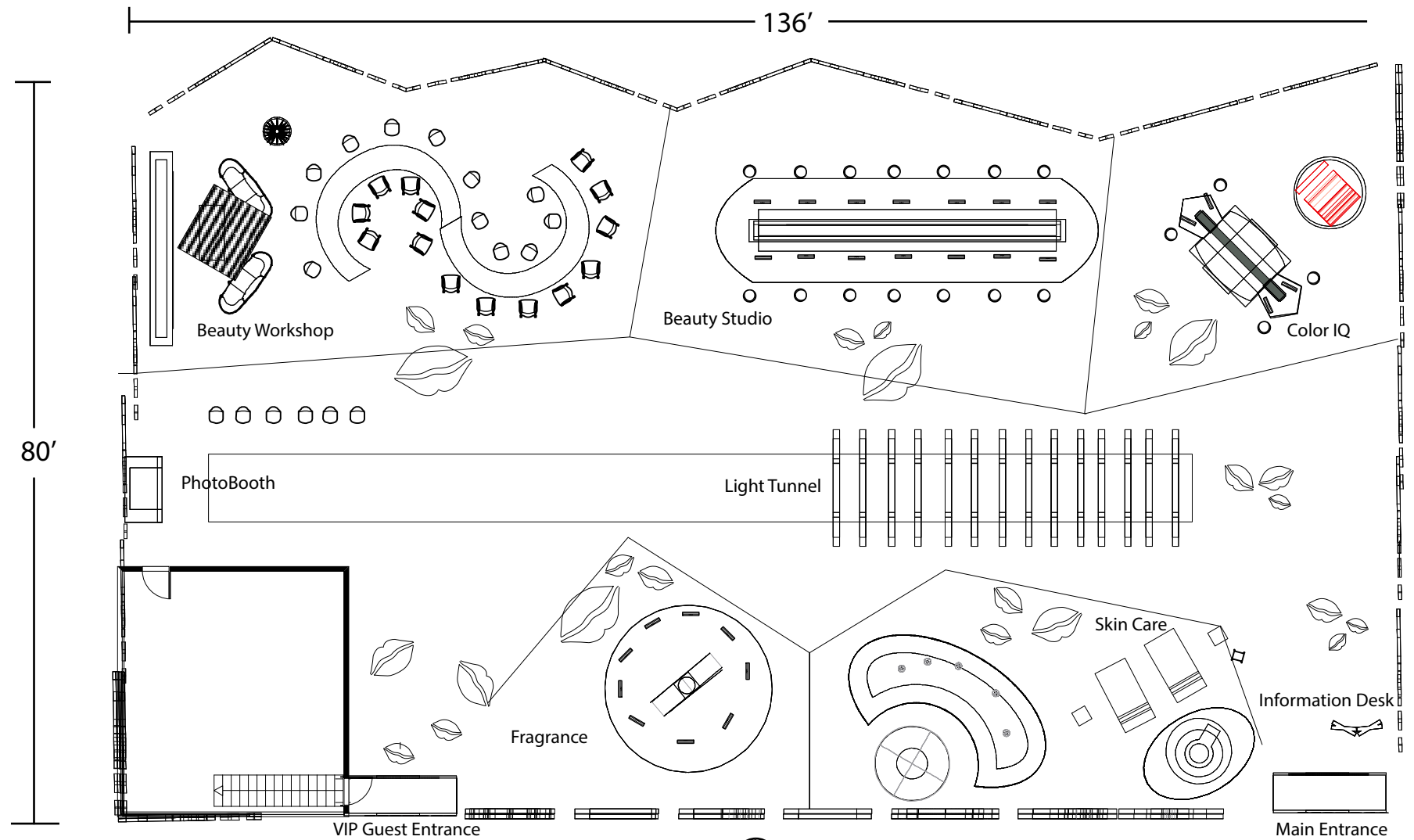
Our exhibition is very open and spacious. We sectioned out our main activities into seven areas. For each area people are encouraged to discover different parts of their beauty.

The over all shape of the plan is not defined by walls, it's an open space, but there are designed stands that has a symbolic sculpture for each of the different section. We have designed wall dividers that goes all around the edges elegantly to reflect the theme of Sephora. There are two main entrances to our exhibition both entrances are shaped as the shopping bag. As you discover what's in the exhibition same way you discover what's in the Sephora shopping bag.. Something full of surprises.

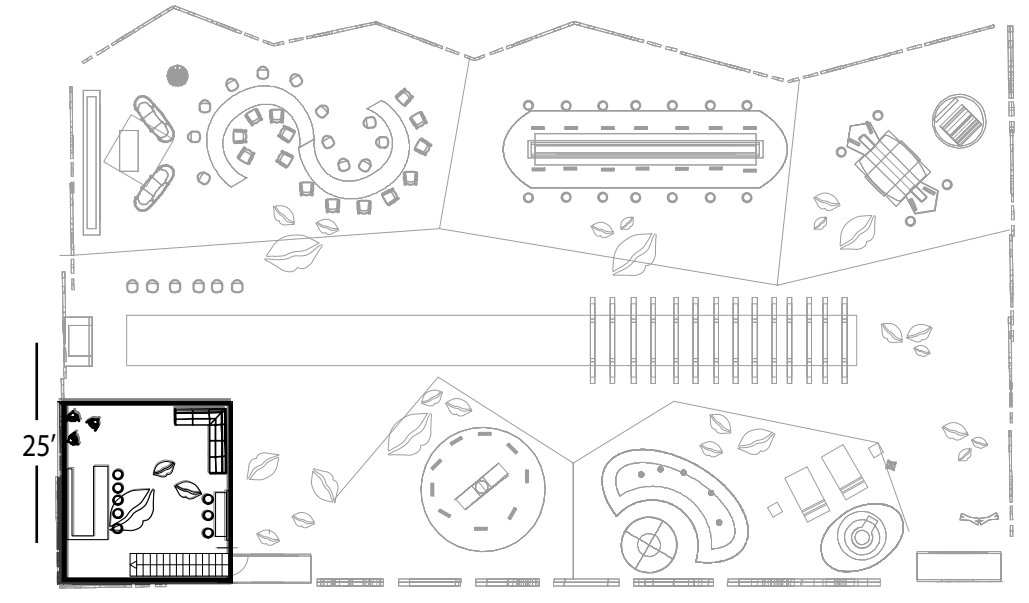


VIP Floor Plan

Floor is designed to be a beauty getaway from the actual trade show. There are designed are for VIP's to seat down and relax. There is a bar and area serving warm food and drinks for VIP guests. Lastly there are a designed area with a mirror wall and sittings in front of it, for exclusive make-up looks and tutorials done with beauty experts and famous make up artistes. The room has the same color theme, strip balck and white with the red on the floors as lips graphics and teh furniture in red.



Ground Floor Plan
Scale: 1/16=1'-0'



Second Floor Plan VIP
Scale: 1/32=1'-0'

Scale Model

Exterior View



Scale Model

Interior View





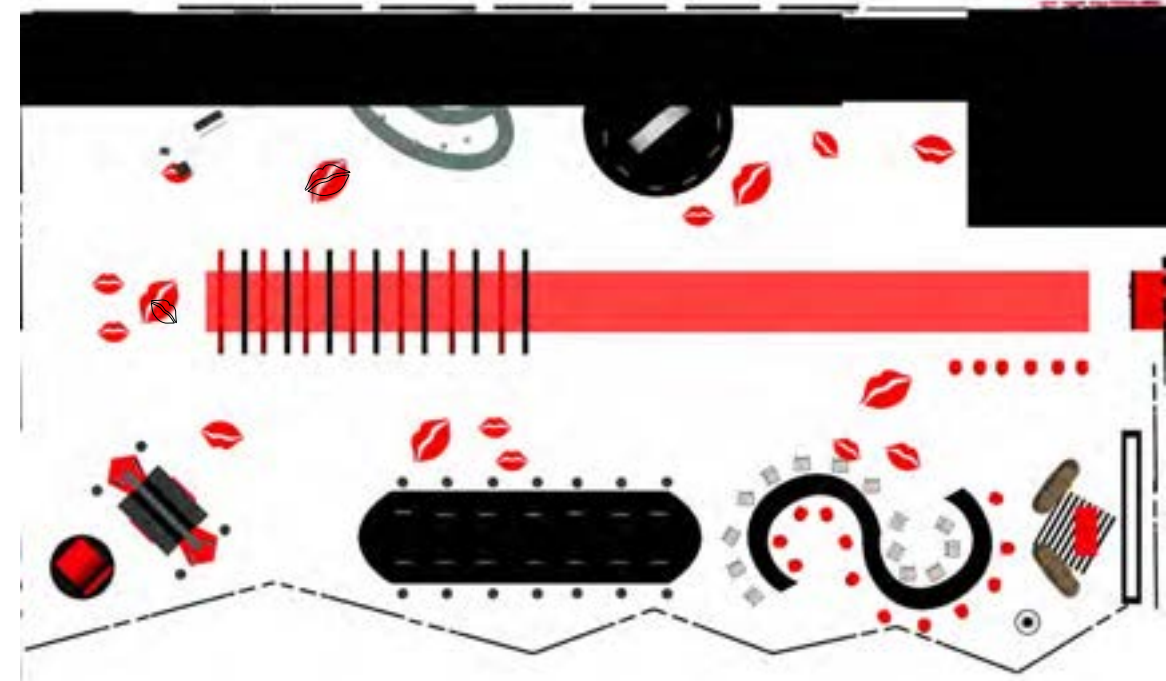
EXHIBITION DETAILS

SEPHORA

Exterior Staging



Section View



Above View

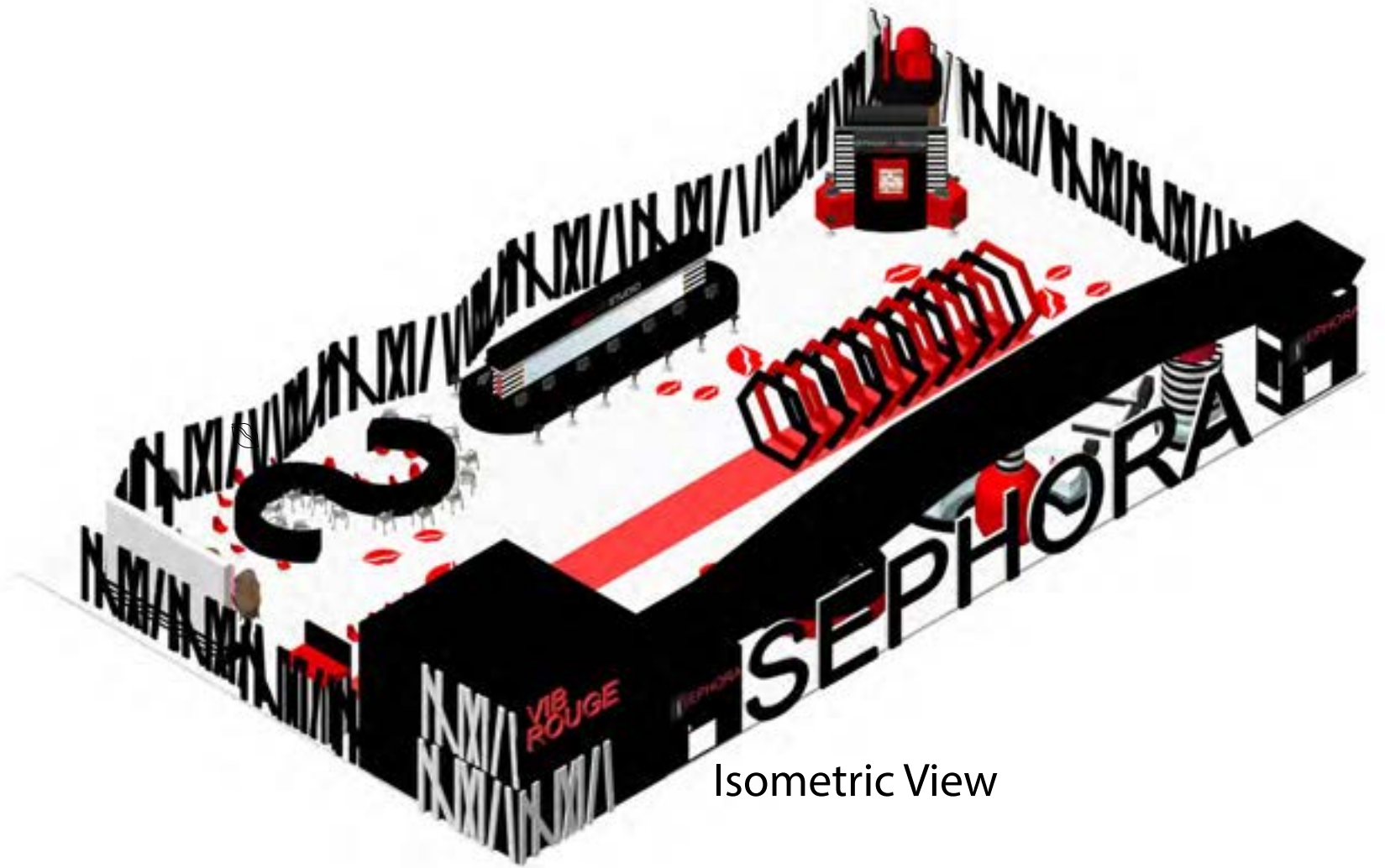


Side View



VIB ROUGE

This the entrance for the VIP section and it's in the second floor. It was purposely made private for security and safety for the VIP guests



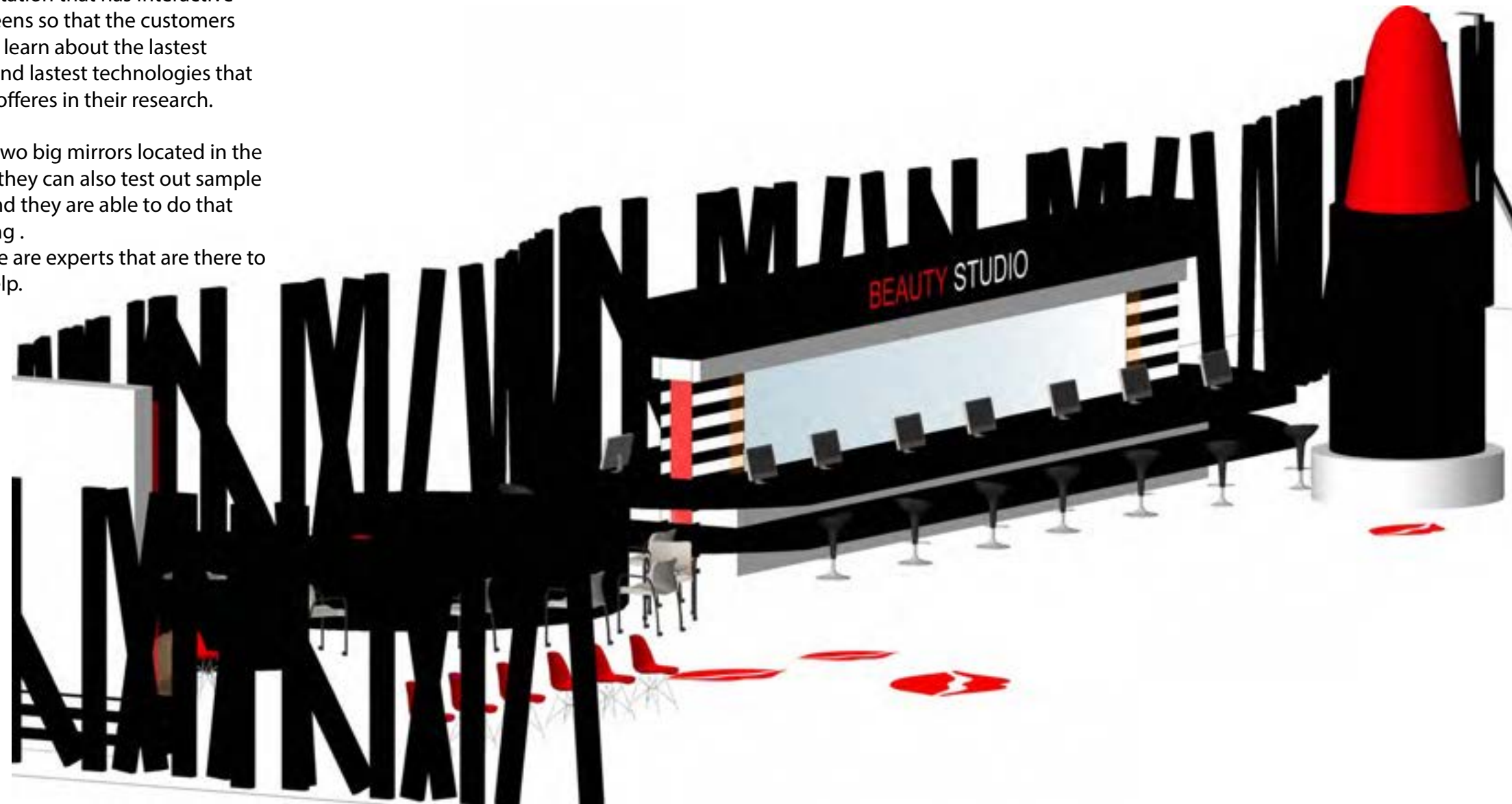
Isometric View

Beauty Studio

Make-up Station that has Interactive digital screens so that the customers are able to learn about the latest products and latest technologies that SEPHORA offers in their research.

There are two big mirrors located in the middle so they can also test out sample product and they are able to do that while sitting .

Lastly there are experts that are there to provide help.


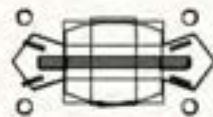

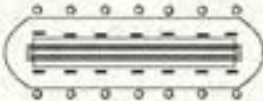

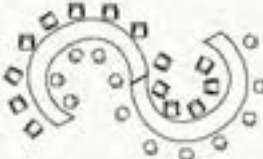

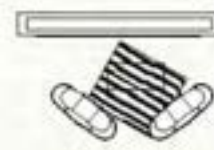










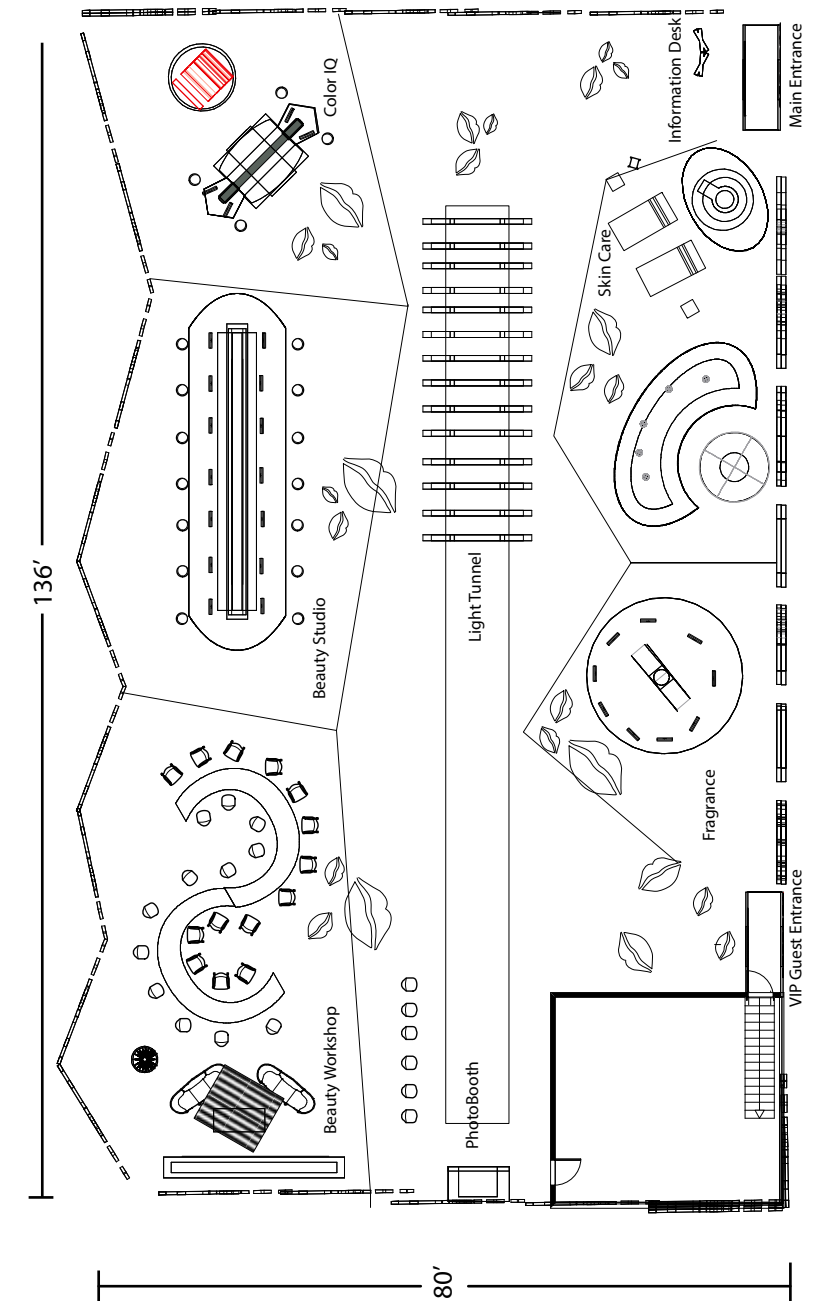
Color IQ
Digital color detecting screen that
matches your skin and help you pick up
the right product for you.






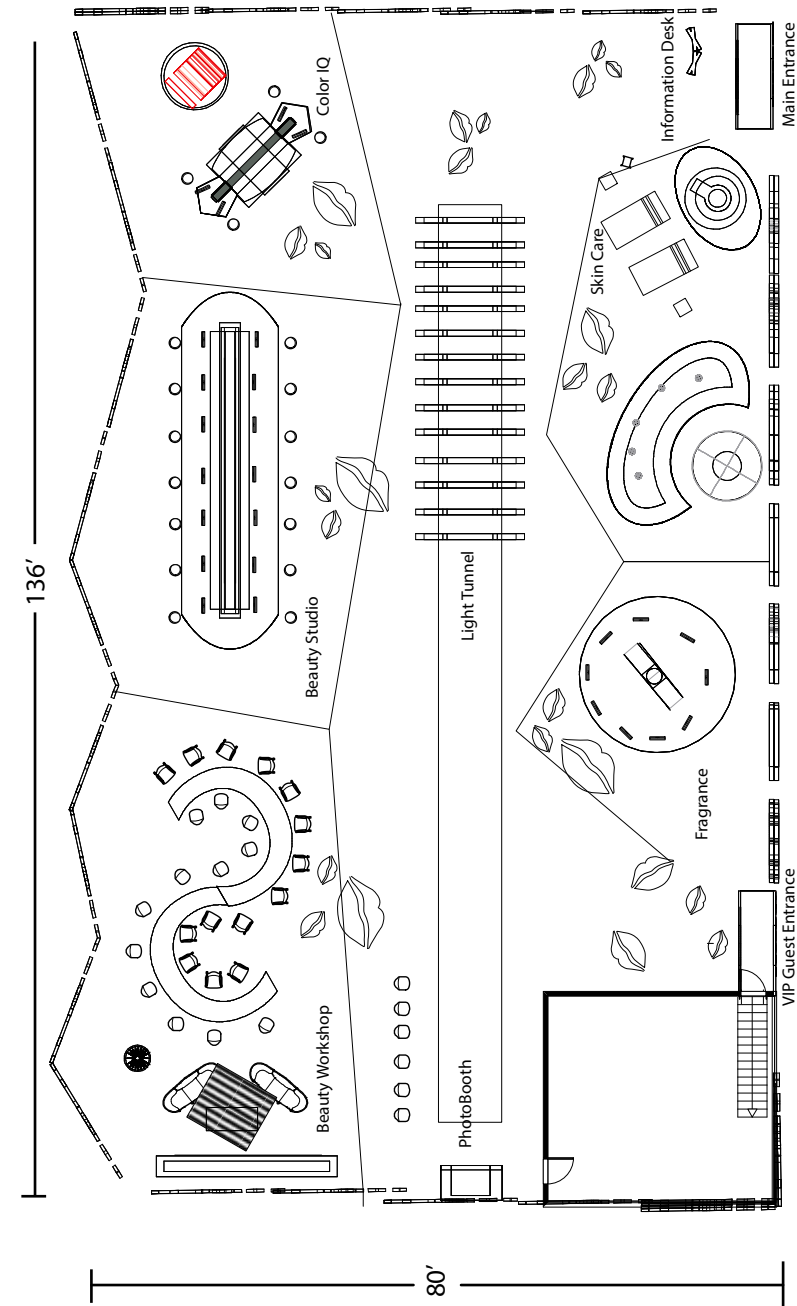
The Beauty Workshop
workstation where you can take group
beauty lessons with Sephora's top
makeup artist instructors, follow tutorials
at the iPad stations, or find more inspira-
tion at















PICTURE	SYMBOL	LOCATION	DESCRIPTION
		COLOR IQ SECTION	COLOR IQ TOOL + SCREENS
		BEAUTY STUDIO	MIRROR, LAPTOPS, BEAUTY PRODUCTS
		BEAUTY WORKSHOP	RED AND WHITE CHAIRS FOR Q & A
		BEAUTY WORKSHOP	MAKEUP TUTORIALS ON BIG SCREEN + SEATING AREA
		PHOTO BOOTH SECTION	PHOTO BOOTH
		FRAGRANCE IQ SECTION	FRAGRANCE IQ + LAPTOPS/SCREENS + HUGE PERFUME SCULPTURE
		SKIN CARE/ MANICURE SECTION	WHITE LOUNGE
		PHOTO BOOTH SECTION	EAMES MOLDED PLASTIC SIDE CHAIR IN RED

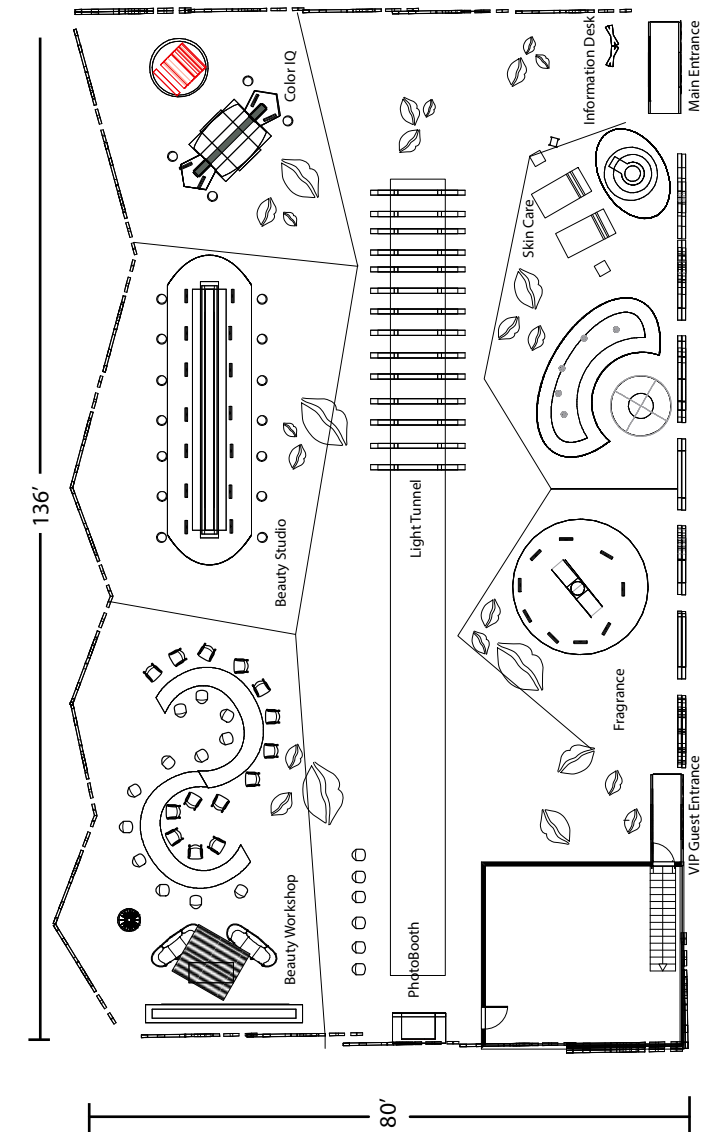


Light	Symbol	Name
		MR16
		Backlight
		Directional
		LED Strips



SEPHORA

Wall/Roof	Flooring	Paint Colors	Stands	Graphics
 Bio-Board for walls, Its light weight , easy to plant and instal.  Light Weight ply bendable wood  Ceiling Structure Black Painted ply-veneer Wood	 Glossy reflective white epoxy for the floors  Red carpet for main floors and VIP floors	 Black  White  Red	 Steel Framing Structure  Light Weight ply bendable wood	 Black Fabric vinyl  Red Fabric texture vinyl








EXHIBITION GRAPHIC IDENTITY

SHEPHORA's exhibition graphics are going to be very similar to the stores graphic strategies. We are going to use the Black and White strips as the main colors for the graphics and red as a contrast color.

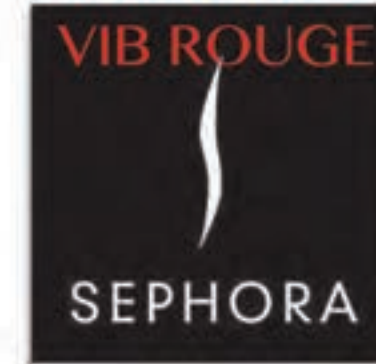
Sephora has a lot of images when it comes to branding. They use images of models using their product and images of their products. We are more focused on strips. We are going to use their simple logo in the main entrance and in the VIP entrance.

We chose Avenir and Myriad Pro for the logo. We want something that is readable and clean.

Color Palette

	Black CMYK (0,0,0,100) RDB(35,31,32)
	White CMYK (0,0,0,0) RDB(225,225,225)
	Red CMYK (4,0,100,0) RDB(227,30,38)

Exhibition Elements



Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123457890

Avenir Light --79

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123457890

Myriad Pro Regular - 79

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123457890

Avenir Heavy-- 79

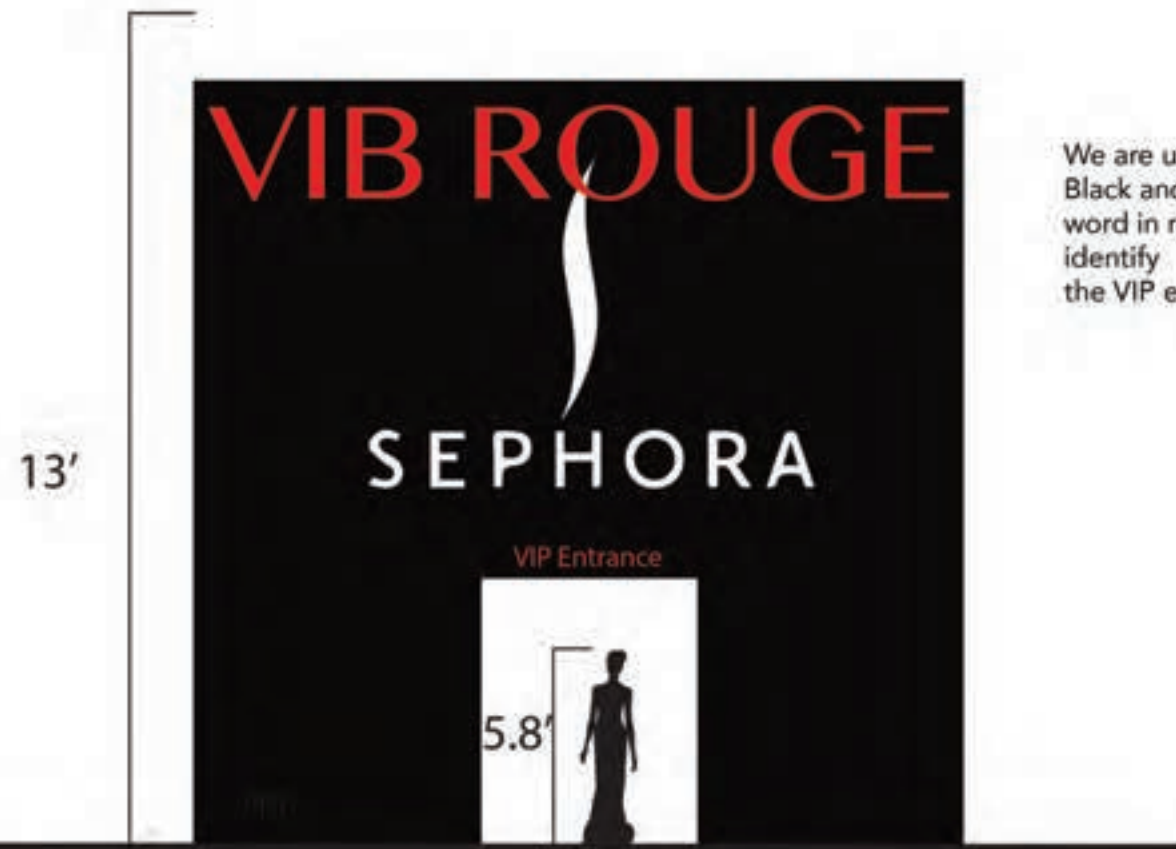
Logo



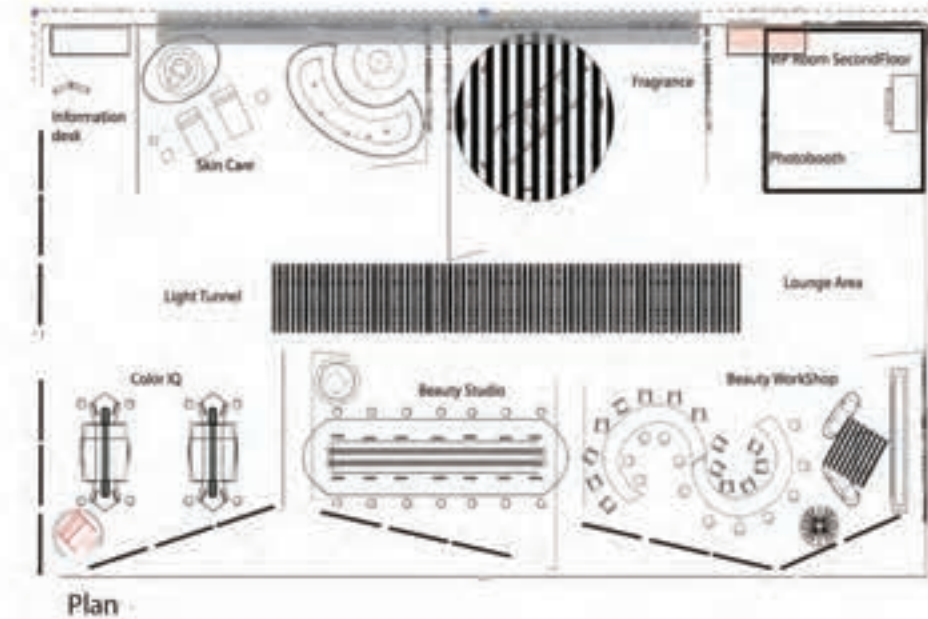
SEPHORA

SEPHORA

We are using the SEPHORA logo and name as an exterior wall. It's about 13'x100'. This an example of how it would look like seeing it from far away.






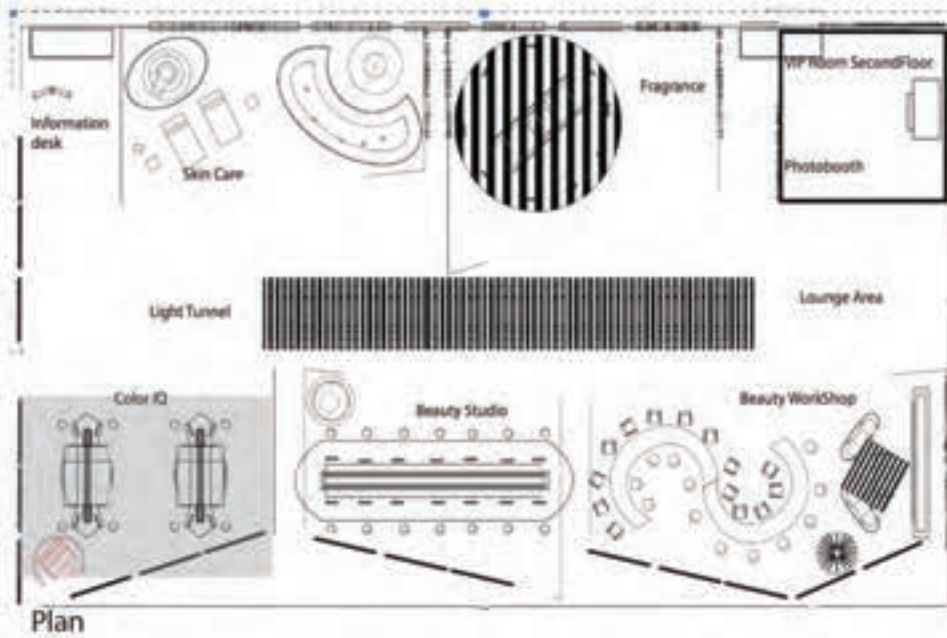
We are using the Sephora Black and White logo with the VIB word in red written in the front to identify the VIP entrance



SEPHORA

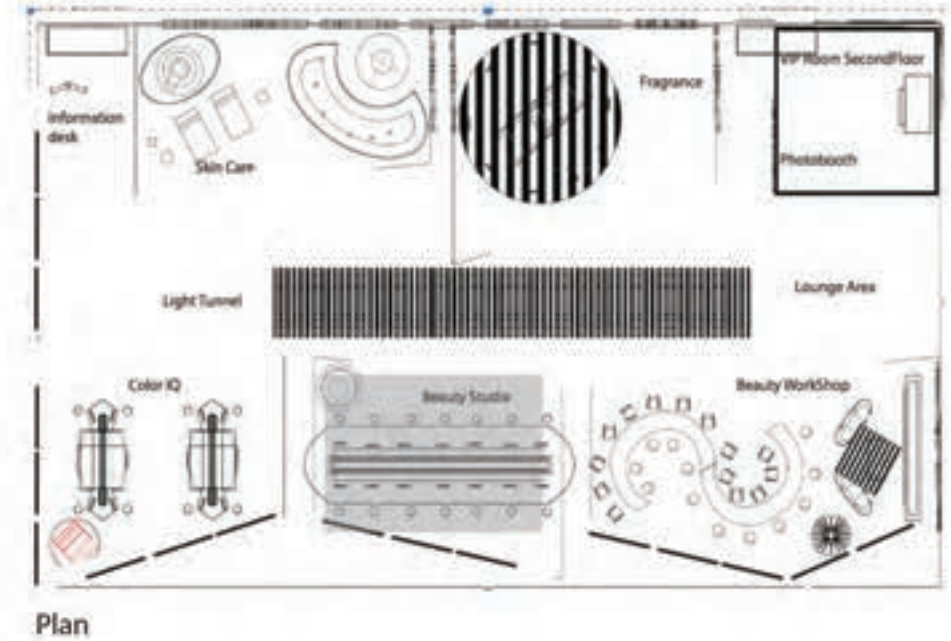
This is our client's IQ color match and it is considered one of our graphical elements that has the color scheme sephora is well known for: black, white, and red. It also includes an interactive digital screen. We also added images of models.

	Black CMYK (0,0,0,100) RDB(35,31,32)
	White CMYK (0,0,0,0) RDB(225,225,225)
	Red CMYK (4,0,100,0) RDB(227,30,38)



This is our client's Beauty Studio is considered another one of our graphical elements that has the color scheme sephora is well known for: black, white, and red. It also includes an interactive digital screen. We kept it simple and clean.

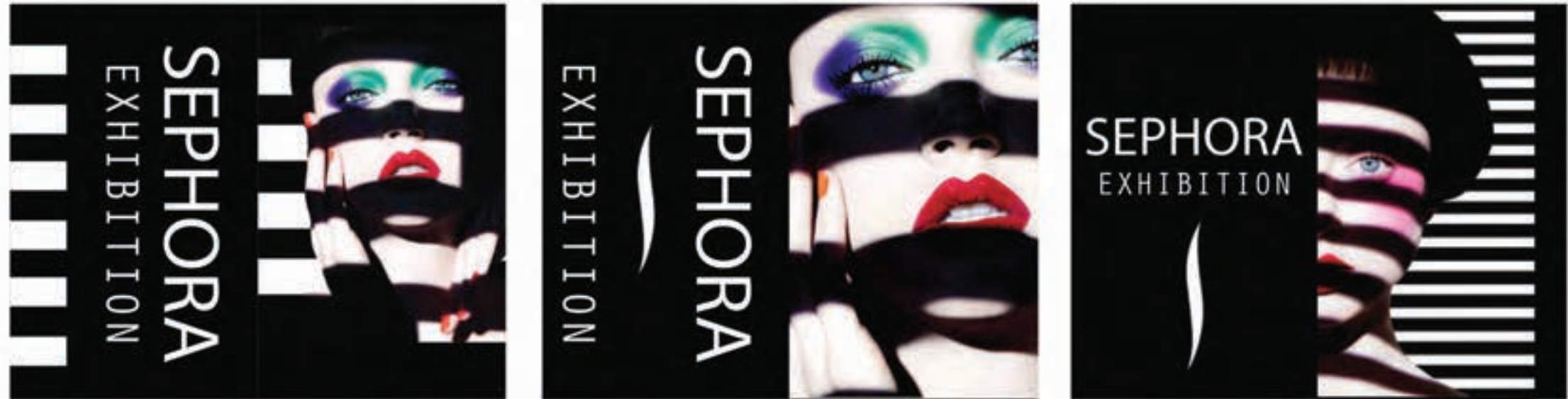
- Black
CMYK (0,0,0,100)
RDB(35,31,32)
- White
CMYK (0,0,0,0)
RDB(225,225,225)
- Red
CMYK (4,0,100,0)
RDB(227,30,38)



SEPHORA

One side of the banner has an image of a model wearing makeup and the other side has the information/ text about the exhibition.

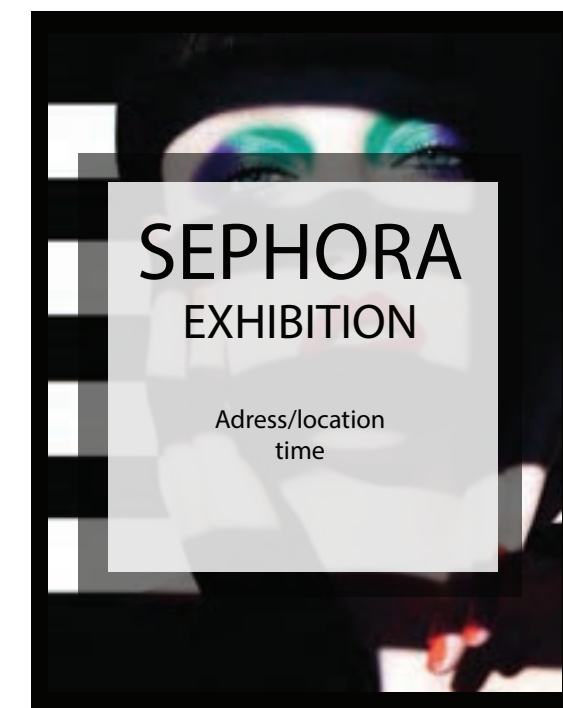
Main colors used are: black, white, and red which matches with the color palette that SEPHORA is well known for.



Mainly emphasizing on the main colors associated with SEPHORA (black, white, red).

The text is legible and readable. It is layed out on a white transparent square.

There are different versions of backgrounds, black and white stripes that represent SEPHORA and pictures of models wearing makeup.





SHEPHORA

PROCESS BOOK
WINTER 2016
TIBA & MALAK