
L'OCCITANE

EN PROVENCE

DES 185 | VERONICA TSARKOVA & AMY LI | FALL 2013

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DEVELOPING A NARRATIVE

1.1 EXHIBITION BRIEF

1.2 OBJECT LIST

EXHIBITION BRIEF

GENERAL INFORMATION

Company Name: L'Occitane En Provence

Activity: Cosmetics Industry

Product Category: Skin Care and Fragrance Products

Annual expo attendance. Please ask your client how many events they have plan to attend in 2014, and which one is the most important event for them and why?: Not available at this time.

Website: usa.loccitane.com

What are the most important business objectives and their annual tradeshow attendance? Please ask your client how many events they are expecting to attend in 2014, and which one is the most important event for them and why?

To preserve the traditions of Provence and provide an authentic experience for people to experience the culture and heritage of that region.

Who do you consider as your vip guest and why? Besides the vip guests who are the most important audiences you are expecting to have in your booth.

Not available at this time.

EXHIBITION INFORMATION

Trade Show Title: Scent or Senses

Location, Time & Date: South Building of Convention Center, September 8-13, 2014.

Exhibition Hall Number: S- 8874

Booth Size/Floor Plan: 100' x 160'

Booth type: Modular.

ARCHITECTURAL ELEMENTS

Product Stands:

The exhibition will be divided into sections based on different collections (Lavender room, Verbena room, Rose room, Immortelle room, etc. Each section will contain shelves to display individual products and tables to display gift sets. Tables in the middle of the room or drawers underneath the shelves will contain compartments with different dried flower/plant ingredients that go into the products which are on display. This will enable the visitor to experience the ingredients of the products through touch? and the sense of smell. There needs to be a way for a visitor to cleanse their palette as they go from room to room so that people don't get overwhelmed with the different scents.

As the visitor travels along the exhibition space he/she is taken on the journey through the sense of smell, different scents can be powerful memory triggers. The visitors are going to be taken on a journey similar to Olivier Baussan who created L'Occitane and how during his childhood on his way to school, he always passed by an aroma of lavender in Provence. The last room where the visitor finishes the journey can be a lounge area where the visitor can once again cleanse his/her palette and relax.

The very last room (Scent Bar Room) will be where the visitors can put their olfactory skills (their nose) to the test and try to tell what scent it is while blindfolded; if they guess right they will win a prize and even if they don't they can get a little something too. The booth staff will blindfold the visitor and they will hold up the particular dried plant/flower to the visitor's nose and ask him what he/she thinks it is. The test will consist of six ingredients (one from each room that the visitor previously visited) There will be at least seven staff members to facilitate these tests so that the visitors don't have to wait around. This room will also have comfortable chairs with coffee tables to sit and mingle. The areas where the scent tests are going to be administered will have long tables (resembling those at your local bar) and stools for the visitor to sit on. These are going to be transparent glass.

The total number of products in the exhibition space will be 65; ranging from soap, shower gel, lotions, creams, serums, fragrances, gift boxes, etc. The packaging for fragrances and cream pots are made from glass so those are especially fragile. The products are going to be accessible to the visitor during the trade show.

VIP and CIP Spaces:

There are going to be three spaces within the exhibition environment dedicated to VIP and CIP members. The three spaces are going to be Parisian themed and will continue to play with the French palette; one room will feature shopping event where the visitors can purchase the new line of L'Occitane products. These new products are going to be displayed on the shelves and in transparent shelves to reflect the air of exclusivity; that the visitor gets to preview the new products before anyone else. These will feature mostly gift boxes. These are going to be private spaces; for members only. The members will enjoy hors d'oeuvres and drinks (wine) from the South of France while they shop. Each guest will receive a gift bag full of L'Occitane treats.

DIMENSION: ~ 20' x 25'

The second room will feature a new line of products as well and offer its visitors French macaroons. The color palette of this room will be soft pastels of pinks, yellows, greens, lavender, etc. It will remind one of Marie Antoinette. The color palette of the products will reiterate this concept of indulgence (not only visually but also through scent.)

DIMENSION: ~ 15' x 20'

Lighting:

The exhibition space is going to be well lit with LED and Halogen lights. The products are going to be accentuated through the use of spot lights (from above and maybe backlit.) Possibly even using directional lighting.

Lock-Up and Storage:

The number of Lock-Up and Storage units are seven (one for each room.)

Information Desk and VIP-CIP furniture:

There is going to be one information desk to help direct people and answer their questions. First Room (Hors d'oeuvres and Wine while you shop) needs to have three shelves, three drawers' stands (transparent), and desk where the gift bags are going to be located. Three staff people.

Second Room (Macaroons and Marie Antoinette) needs to have medium round tables to hold the French macaroons & other pastries and also the products and gift boxes. Two staff people.

GRAPHIC IDENTITY

Header (the number of Logo and Graphic Elements.):

The big banner of L'Occitane En Provence logo will be used at the entrance of the exhibition space.

Backlight/Poster/Banners/Stickers:

Lavender Room: text about lavender, text about different kind of lavender, images of different lavender types, lavender fields image along the wall, product samples with L'Occitane logo & image, scented business cards or pens.

Verbena Room: text about verbena, images of lemon and verbena plant, refreshing green and/or yellow color palette, pamphlets, product samples, scented business cards or pens, small bag of potpourri.

Rose Room: images of different roses (red, pink, yellow, etc), what each rose color associated with, smell characteristics (notes) of different roses, pamphlets, product samples, scented business cards or pens, small bag of potpourri.

Immortelle Room: text about immortelle flower, images of the flower, posters of products, pamphlets, product samples, scented business cards or pens.

Scent Bar Room (where visitors put their noses to the test): See above.

L'Occitane en Provence: Lavender Collection



L01
206973
Lavender Organic Shower Gel
Gel. Recycled Plastic Bottle
2.3" x 2.3" x 5.5"



L05
206997
Lavender Cleansing Hand Wash
Liquid Soap. Recycled Plastic Bottle
3" x 2.3" x 4.9"



L09
7778
Shea Butter Extra Gentle Soap
Bar Soap. Recycled Paper
6" x 5" x 4"



L11
191217
Lavender Liquid Soap Refill (16.9 oz)
Liquid Soap. Recycled Plastic Pouch
4.6" x 2.6" x 0.8"



L02
206959
Lavender Foaming Bath
Foam. Recycled Plastic Bottle
2.9" x 2.9" x 7.1"



L06
250594
Lavender Organic Relaxing Roll-On
Essential Oil. Glass Bottle
1.2" x 0.9" x 3.3"



L10
207024
Lavender Massage Gel
Gel. Glass Jar
4.1" x 4.1" x 1.7"



L12
004470
Lavender Liquid Soap
Liquid Soap. Recycled Plastic Bottle
5" x 6" x 4"



L03
206980
Lavender Organic Body Lotion
Lotion. Recycled Plastic Bottled
2.3" x 2.3" x 5.5"



L07
106228
Eau De La Recolte Bleue - Lavender Harvest
Fragrance. Glass Bottle.
1.3" x 1.3" x 4.6"



L04
207017
Lavender Moisturizing Hand Lotion
Lotion. Recycled Plastic Bottle
3" x 2.3" x 4.9"



L08
244647
Lavender Relaxing Candle
Wax. Glass Jar
3.5" x 3.5" x 3.5"



L'OCCITANE: VERBENA COLLECTION



V01
15GD500VB13
Verbena Shower Gel
Gel. Recycled Plastic Bottle
5" x 4" x 2"



V05
264140
Verbena Fresh Shower Gel
Shower Gel. Recycled Plastic Bottle
2.6" x 1.6" x 6.1"



V09
264096
Verbena Body Lotion
Lotion. Recycled Plastic Bottle
2.6" x 1.6" x 6.1"



V11
263792
Verbena Body Salt Scrub
Scrub. Glass Jar
3.1" x 3.1" x 4.7"



V02
153031
Verbena Shower Gel Refill
Recycled Plastic Pouch
4.6" x 2.6" x 0.8"



V06
273548
Mint Verbena Exfoliating Shower Gel
Shower Gel. Recycled Plastic Bottle
2.2" x 1.6" x 4.8"



V10
000250
Shea Butter Extra Gentle Soap - Verbena
Bar Soap. Recycled Paper Wrapper
6" x 5" x 4"



V12
111451
Citrus Verbena Sorbet Body Cream
Cream. Glass Jar
3.5" x 3.5" x 3.5"



V03
153093
Citrus Verbena Shower Gel
Recycled Plastic Bottle
5" x 4" x 2"



V07
270523
Mint Verbena Body Ice Gel
Shower Gel. Recycled Plastic Bottle
2.6" x 1.6" x 6.1"



V04
153215
Citrus Verbena Shower Gel Refill
Recycled Plastic Pouch
4.6" x 2.6" x 0.8"



V08
264355
Verbena Fresh Body Lotion
Lotion. Recycled Plastic Tube
2.2" x 1.6" x 4.8"



L'OCCITANE: VERBENA COLLECTION (CONTINUED)



V13
152935
Citrus Verbena Daily Use Shampoo
Shampoo. Glass Bottle
5" x 6" x 4"



V18
191231
Shea Butter Liquid Soap Verbena Refill
Liquid Soap. Recycled Plastic Pouch
4.6" x 2.6" x 0.8"



V14
152942
Citrus Verbena Daily Use Conditioner
Conditioner. Recycled Plastic Bottle
5" x 6" x 4"



V19
264119
Verbena Ice Hand Cream Gel
Hand Cream Gel. Recycled Plastic Tube
2.2 x 1.6 x 4.8"



V15
264065
Verbena Cleansing Hand Wash
Liquid Soap. Recycled Plastic Bottle
3" x 2.3" x 4.9"



V20
270530
Verbena Mint Eau de Toilette
Fragrance Mist. Recycled Plastic Bottle
5" x 6" x 4"



V16
264072
Verbena Hand Lotion
Lotion. Recycled Plastic Bottle
3" x 2.3" x 4.9"



V21
264362
Verbena Eau de Toilette
Fragrance Mist. Glass Bottle
5" x 6" x 4"



V17
004494
Shea Butter Liquid Soap
Liquid Soap. Recycled Plastic Bottle
5" x 6" x 4"



V22
264263
Verbena Candle
Wax. Glass Jar
3.5" x 3.5" x 3.5"

L'Occitane: ROSE COLLECTION



R01
198179
Pivoine Flora Shower Gel
Shower Gel. Recycled Plastic Bottle
2.6" x 1.6" x 6.1"



R04
238622
Rose 4 Reines Pearlescent Shampoo
Shampoo. Recycled Plastic Bottle
2.3" x 2.3" x 6"



R07
164358
Rose 4 Reines Velvet Hand Cream
Hand Cream. Recycled Plastic Tube
2.2" x 1.6" x 4.8"



R02
59555
Rose 4 Reines Bath & Shower Gel
Shower Gel. Recycled Plastic Bottle
2.3" x 2.3" x 6"



R05
238592
Rose 4 Reines Pearlescent Conditioner
Conditioner. Recycled Plastic Bottle
2.3" x 2.3" x 6"



R08
195857
Rose 4 Reines Body Milk
Body Milk. Recycled Plastic Bottle
2.3" x 2.3" x 6"



R03
244784
Bonne Mère Soap
Bar Soap. Recycled Paper Wrapper
5" x 5" x 4"



R06
59609
Rose 4 Reines Pearlescent Body Cream
Body Cream. Recycled Plastic Bottle
2.3" x 2.3" x 2.3"



R09
164020
Rose 4 Reines Hydrating Face Mist
Face Mist. Glass Bottle
4" x 1" x 1"



L'Occitane: IMMORTELLE COLLECTION



SC01
290514
Divine Cream
Cream. Glass Jar
3.5" x 3.5" x 3.5"



SC05
109044
Immortelle Precious Eye Balm
Eye Cream. Recycled Plastic Jar
1.8" x 1.8" x 1.8"



SC09
210765
Shea Butter Ultra Rich Face Cream
Cream. Glass Jar
2.7" x 2.7" x 2.4"



SC02
290545
Divine Eyes
Eye Cream. Glass Bottle
6" x 5" x 4"



SC06
255735
Immortelle Precious Cleansing
Foam Refill
Cleanser. Recycled Plastic Pouch
4.6" x 2.6" x 0.8"



SC10
197349
Angelica Hydration Cream
Cream. Glass Jar
2" x 2" x 2.8"



SC03
290538
Divine Extract
Essential Oil. Glass Bottle
6" x 5" x 4"



SC07
211014
Immortelle Brightening Moisture
Cream
Cream. Recycled Plastic Jar
4.6" x 2.6" x 0.8"



SC11
255711
Immortelle Precious Cleansing Foam
Cleanser. Recycled Plastic Bottle
6" x 5" x 4"



SC04
109106
Immortelle Precious Cream
Cream. Recycled Plastic Jar
2.3" x 2.3" x 2.2"



SC08
109137
Immortelle Precious Night Cream
Night Cream. Recycled Plastic Jar
2.3" x 2.3" x 2.2"



SC12
211021
Immortelle Brightening UV Shield SPF40
Sunblock Lotion. Recycled Plastic Bottle
1.6" x 1.5" x 4.3"

L'OCCITANE: IMMORTELLE COLLECTION (CONTINUED)



SC13
88425
Immortelle Cream Mask
Mask. Glass Jar
2.8" x 2.8" x 2.8"



SC17
109113
Immortelle Precious Protection
Cream. Glass Jar
2.3" x 2.3" x 2.2"



SC14
211007
Immortelle Brightening Essence
Serum. Recycled Plastic Bottle
1.9" x 1.9" x 1.9"



SC18
290521
Divine Lotus
Lotion. Glass Bottle
3" x 3" x 2"



SC15
239421
Immortelle Precious Serum
Serum. Glass Bottle
1.9" x 1.9" x 3.2"



SC19
210772
Shea Protective Face Cream SPF20
Cream. Recycled Plastic Jar
2.4" x 2.4" x 2.2"



SC16
167519
Immortelle Brightening Instant Exfoliator
Exfoliator. Recycled Plastic Tube
2" x 1.5" x 5.7"



SC20
172087
Shea Butter Ultra Rich Face Scrub
Face Scrub. Recycled Plastic Jar
3" x 3" x 1.8"

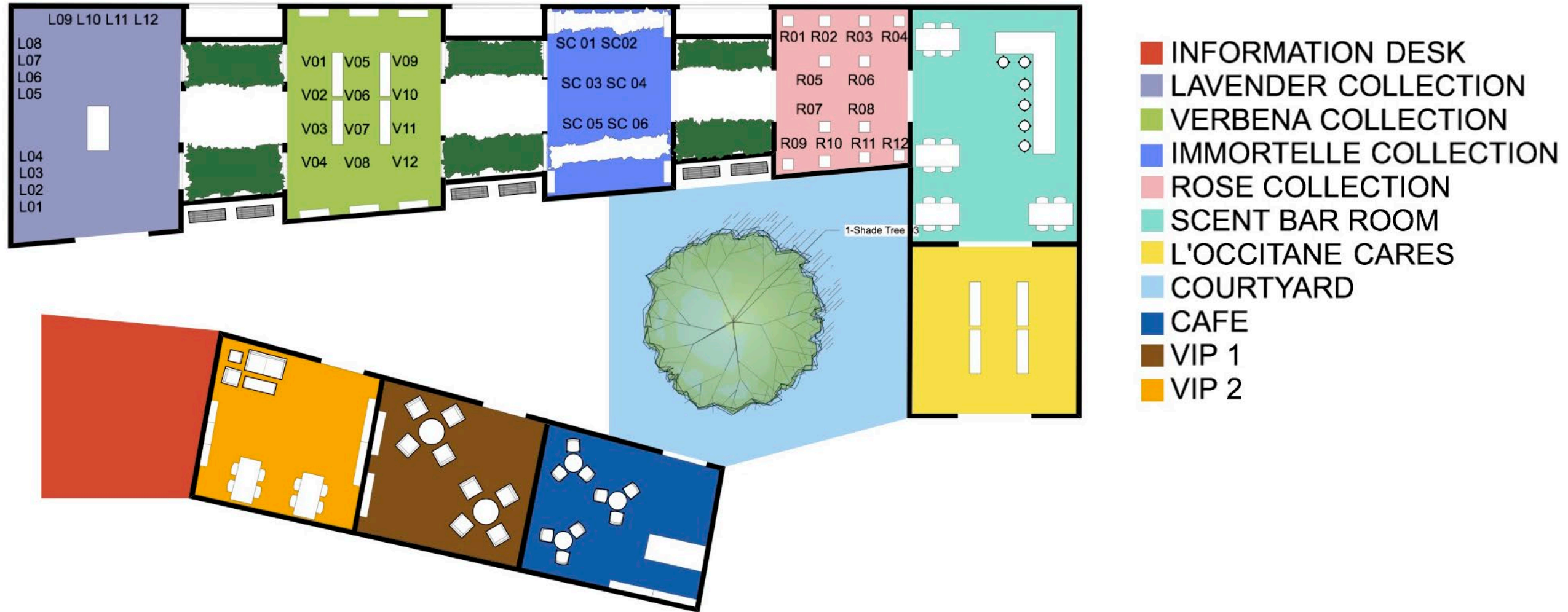


SPATIAL PLANNING

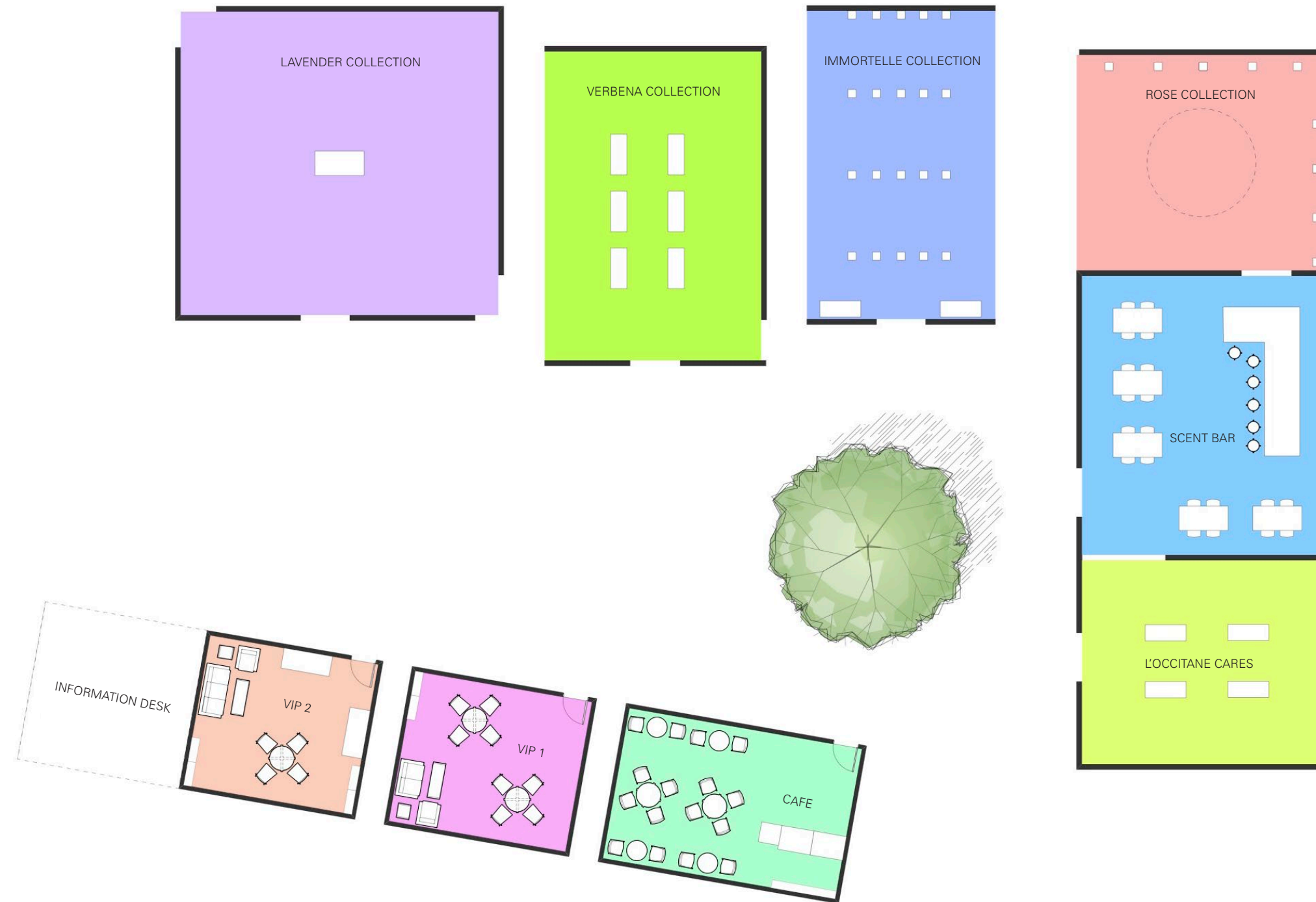
2.1 FLOOR PLAN

2.2 SCALE MODEL

ORIGINAL FLOOR PLAN

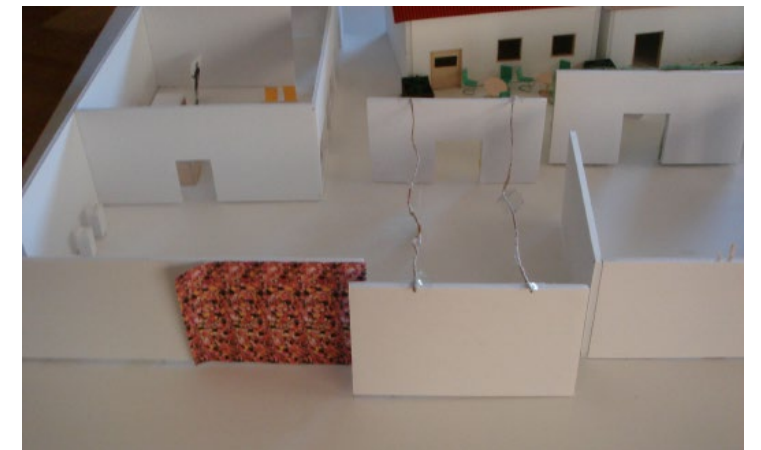
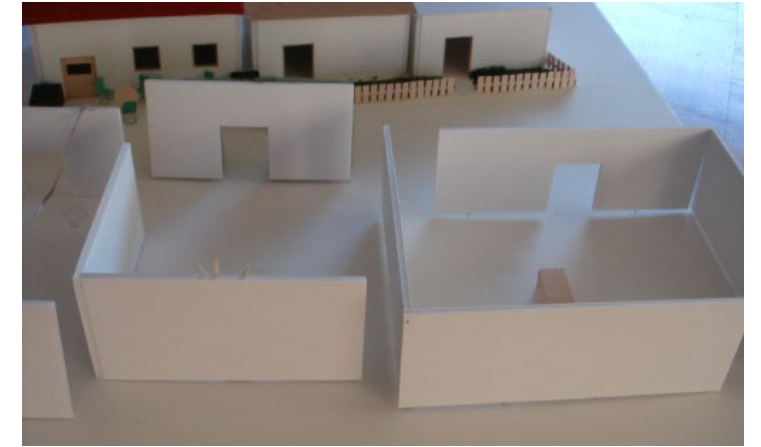
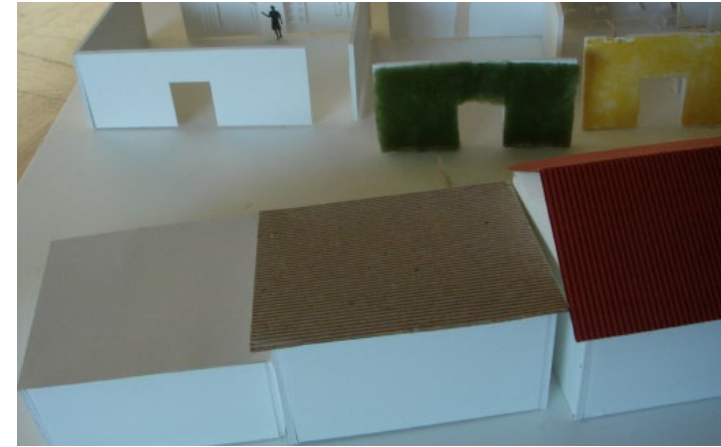
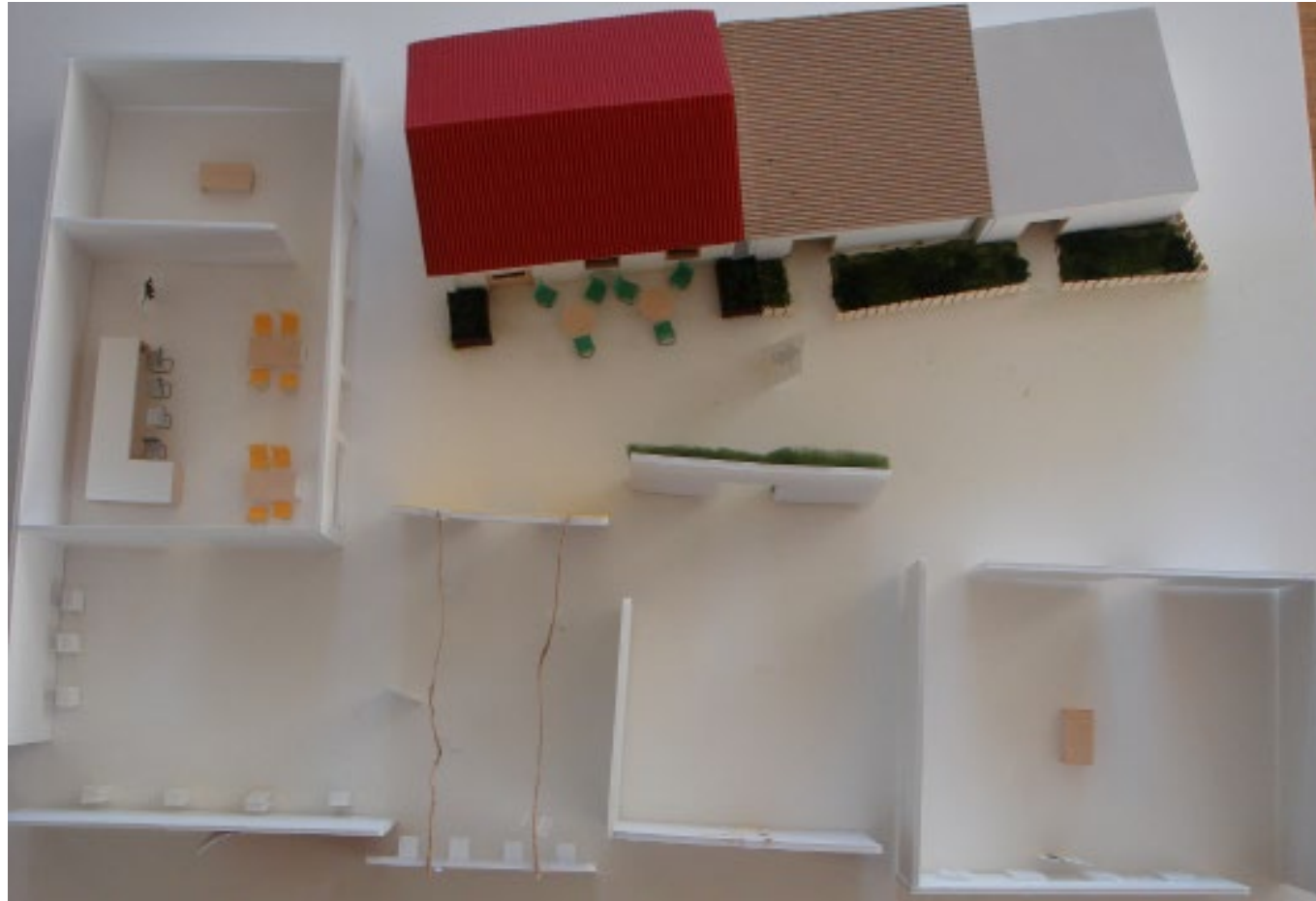


REVISED FLOOR PLAN



This is an improvement from our previous floor plan, changing from an enclosed space to an open concept. This changes the notion of feeling entrapped and allowing smooth circulation throughout the exhibition space.

SCALE MODEL



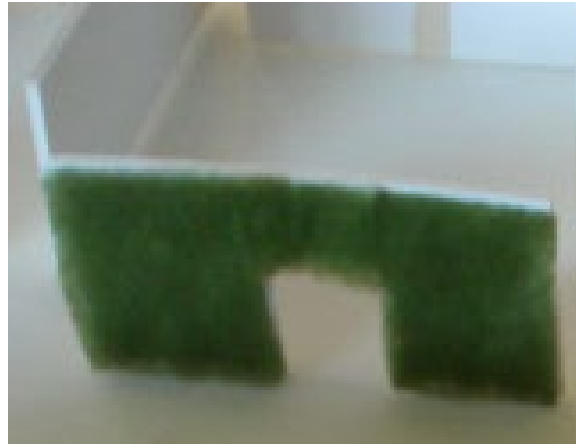
This is our developed model with our more open concept. We decided to have some details using colors and textures in our model. The different materials, colors and textures brings out our model more in depth, rather than having entirely white space. These features make our model more alive and more dimensional, more bolder in some areas.

SCALE MODEL: LAVENDER COLLECTION ROOM



The Lavender Exhibition allows people to interact more with the physical environment by touching objects and using keys to open the doors, revealing the products. There is a chair in the middle of the room for people to sit when they are tired or want to communicate and share their experiences with each other.

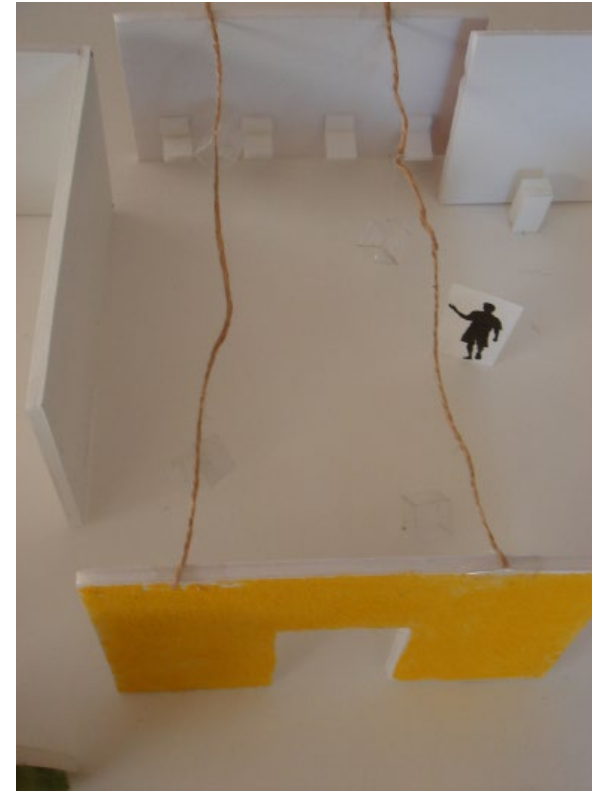
SCALE MODEL: ROOM DETAILS



VERBENA COLLECTION ROOM



THE VERBENA COLLECTION ROOM WILL HAVE WOOD CUT TREES AND PRODUCTS WOULD HANG DOWN THE TREE, SIMILAR TO A CHRISTMAS TREE.

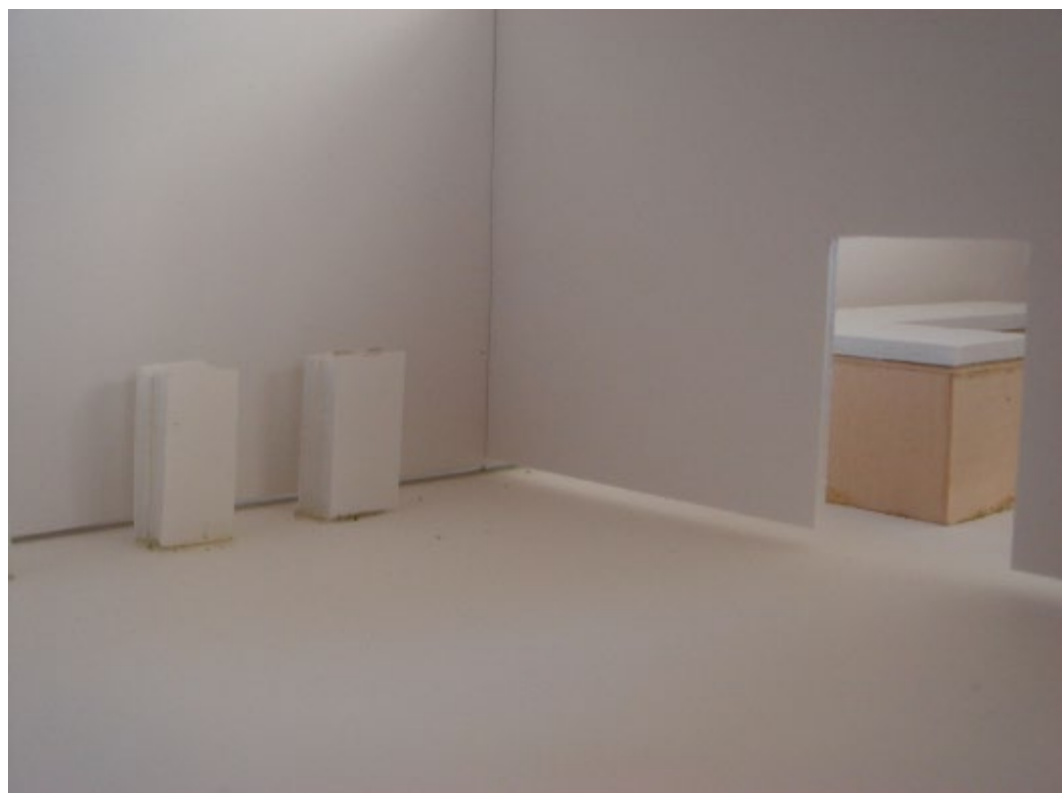


IMMORTELE COLLECTION ROOM



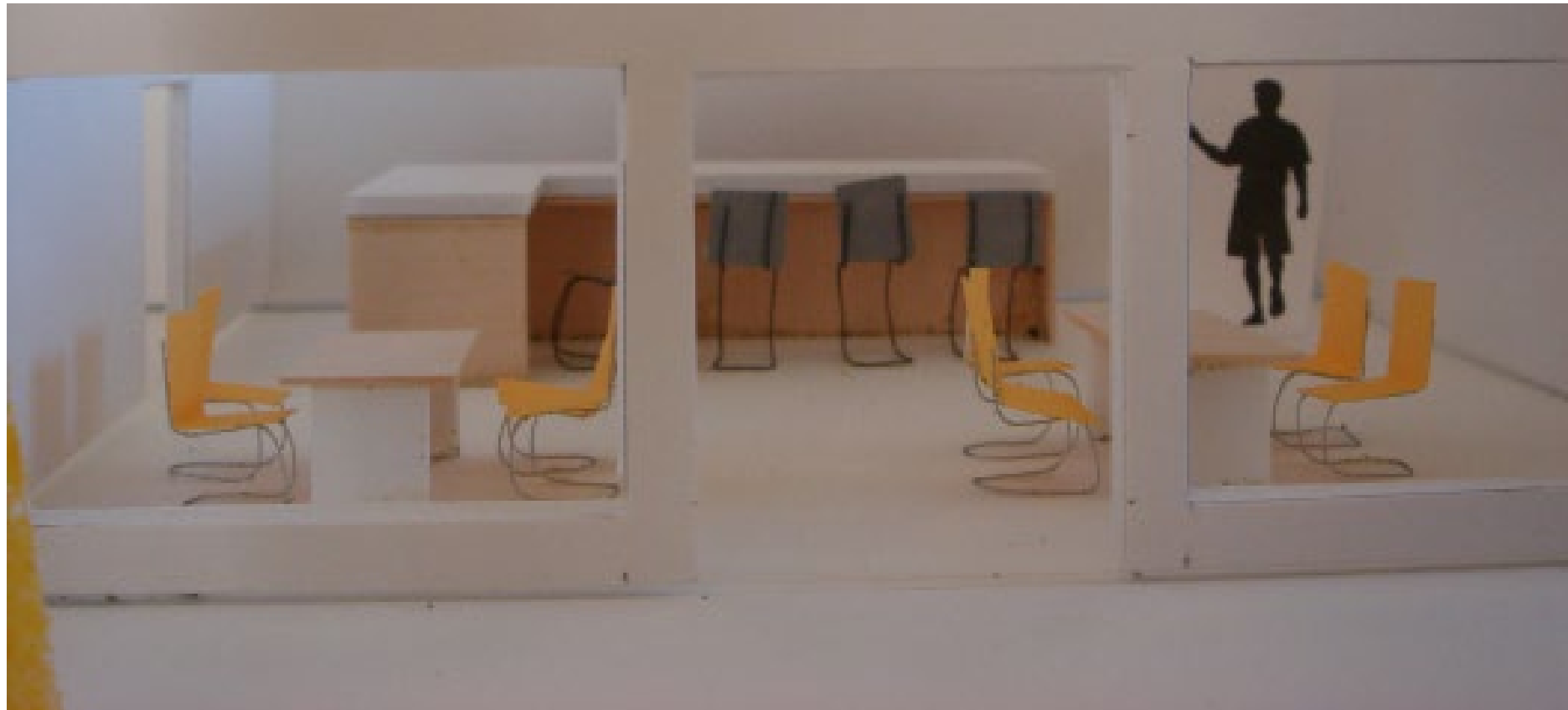
THE IMMORTELE COLLECTION FEATURES TRANSPARENT BOXES THAT WILL HOLD THE PRODUCTS AND WILL BE SUPPORTED BY A ROPE HUNG ON THE WALLS.

ROSE COLLECTION ROOM



ROSE COLLECTION ROOM & SCENT BAR ROOM

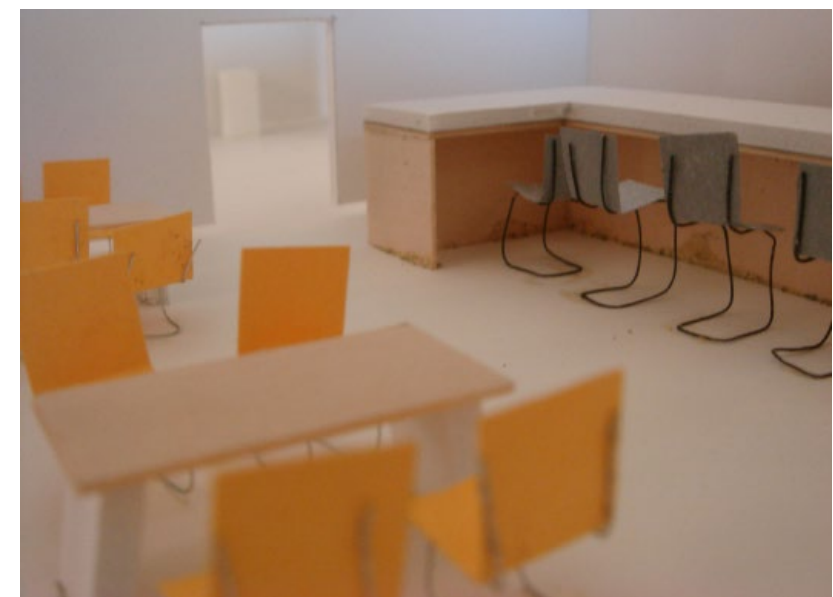
SCENT BAR ROOM



SCENT BAR VIEW



BIRD'S EYE VIEW



DETAILS CLOSE-UP

CAFE & VIP & CIP



FRENCH CAFE



Here is a close up image of one of the patches of vegetation. The wood and vegetation provides more textures and depth to our model.



Here is a closer view of the space outside the collection exhibits. The cafe and CIP and VIP areas are on the right side. There are little seating areas outside the cafe, characteristic of many French cafes. There is a fence in to represent the VIP and CIP areas as private space and are exclusive to those people with priority.

EXHIBITION STAGING

3.1 FLOOR PLAN

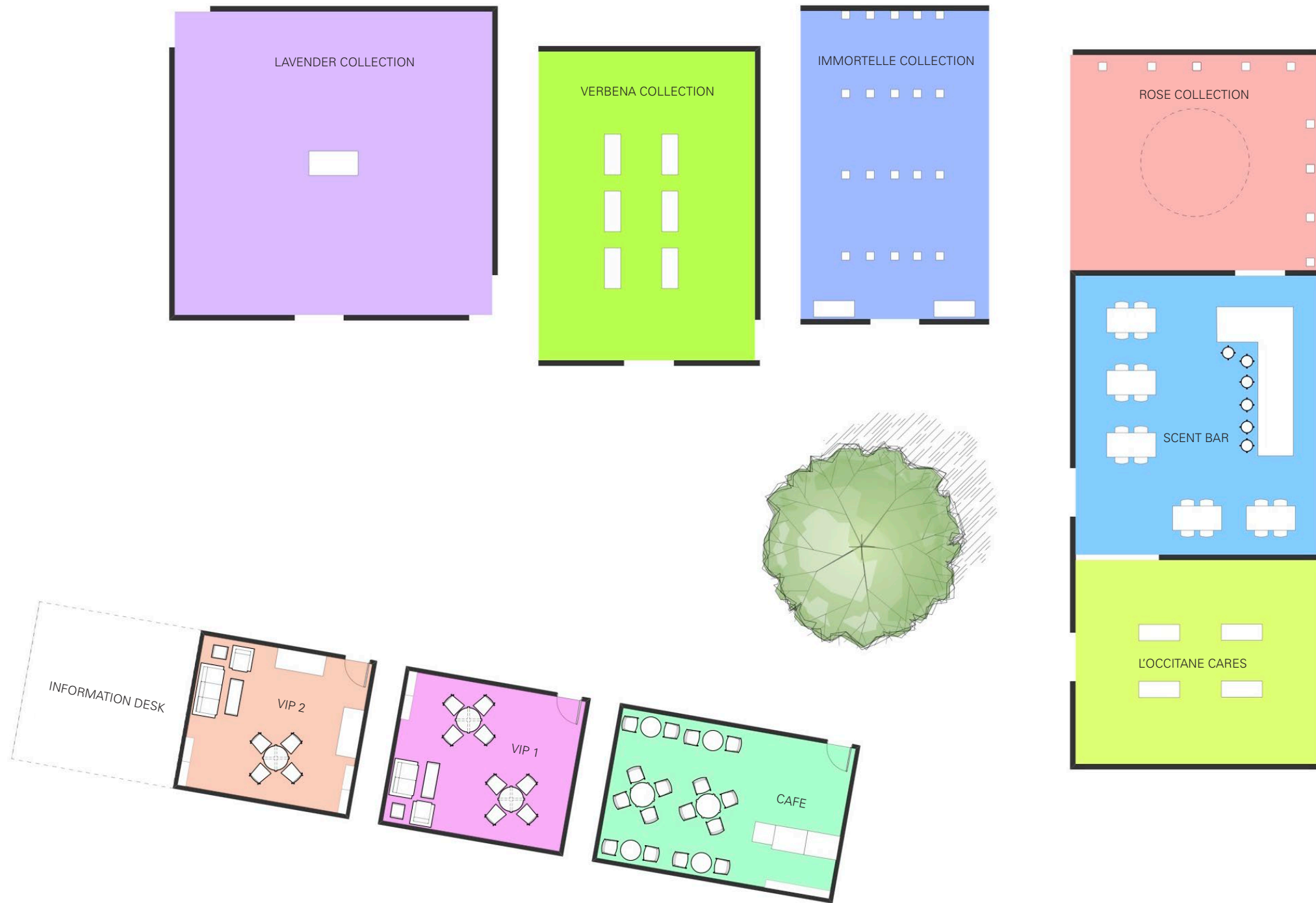
3.2 FLOOR PLAN: COLOR AND MATERIALS

3.3 FLOOR PLAN: LIGHTING

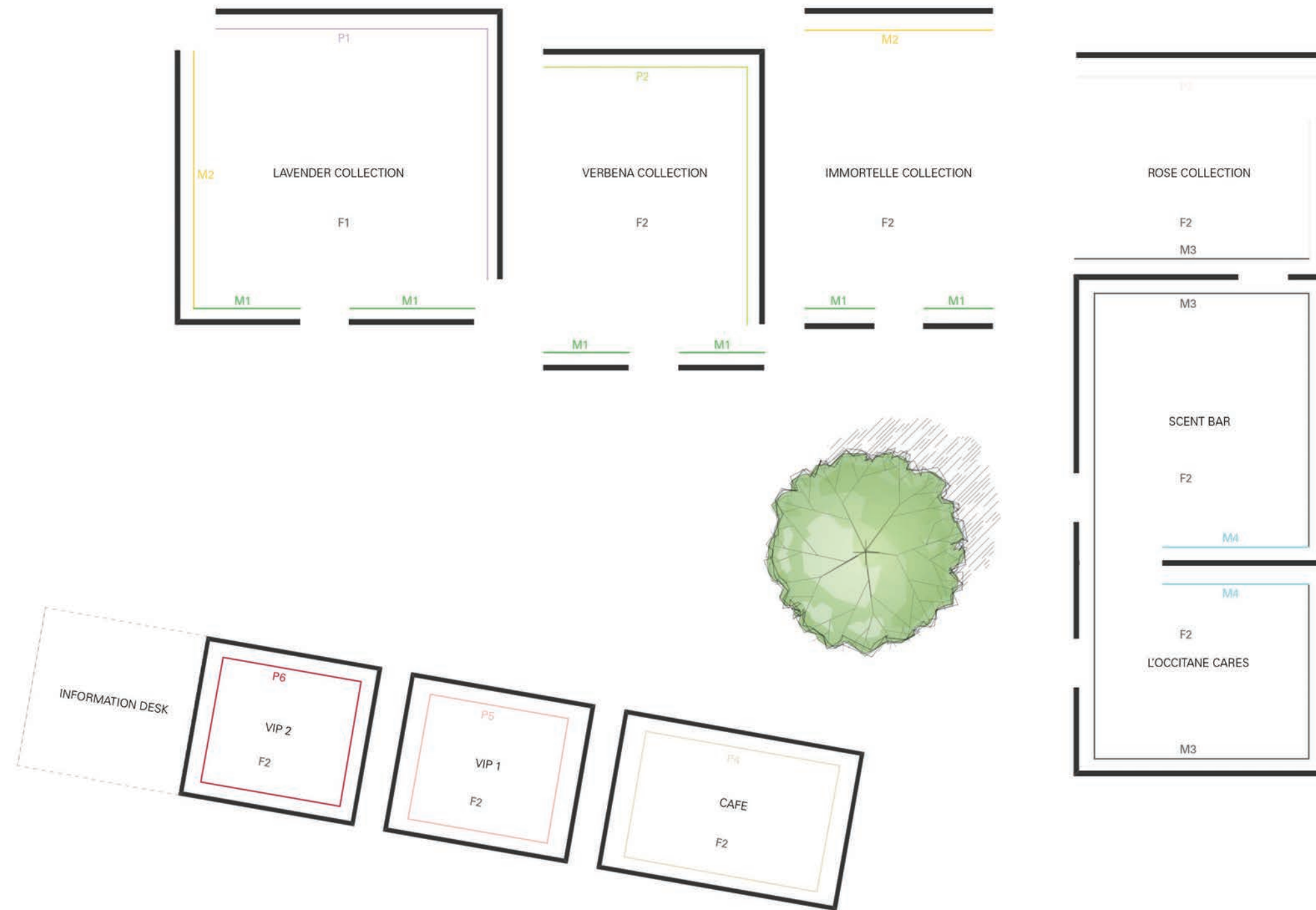
3.4 PERSPECTIVE VIEWS

3.5 SECTION VIEWS

FLOOR PLAN



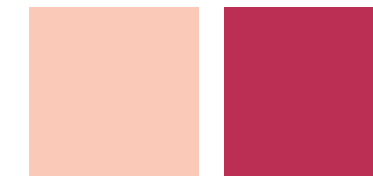
FLOOR PLAN: COLOR AND MATERIALS



PAINT

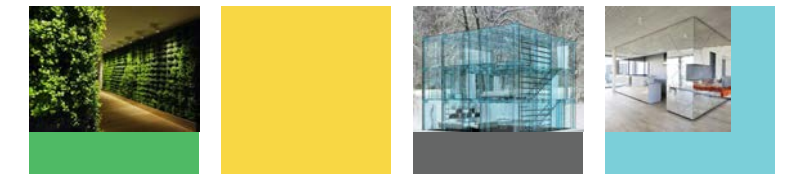


- P1: Benjamin Moore Slip AF - 605
- P2: Benjamin Moore Feel the Energy 417
- P3: Benjamin Moore Sunwashed 2169 - 70
- P4: Benjamin Moore French White 1093



- P5: Benjamin Moore Malibu Peach 2169 - 50
- P6: Benjamin Moore Blushing Red 2079 - 20

MATERIALS



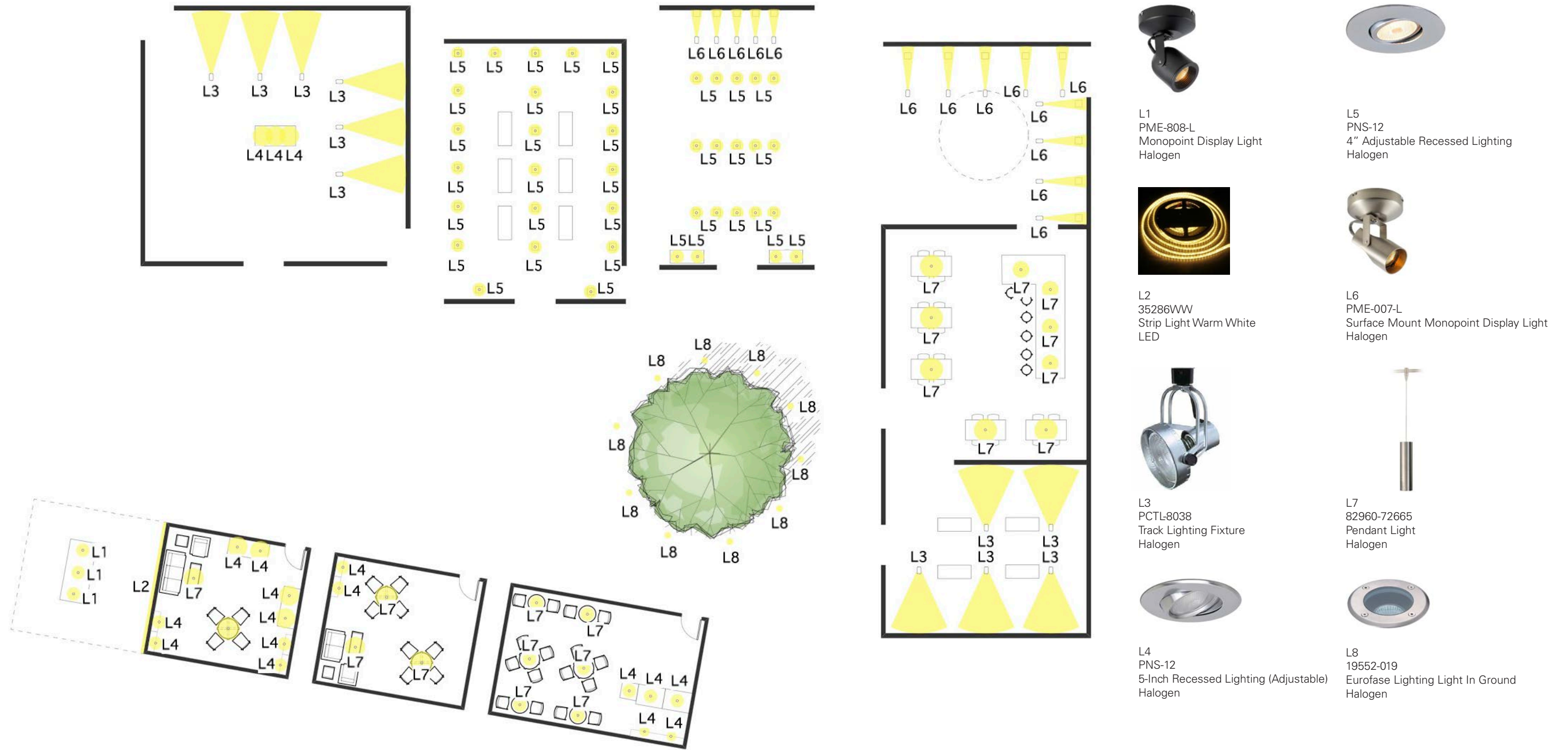
- M1: Live Plant Wall
- M2: Flower/Plant Graphic
- M3: Glass Wall
- M4: Mirror Wall

FLOOR

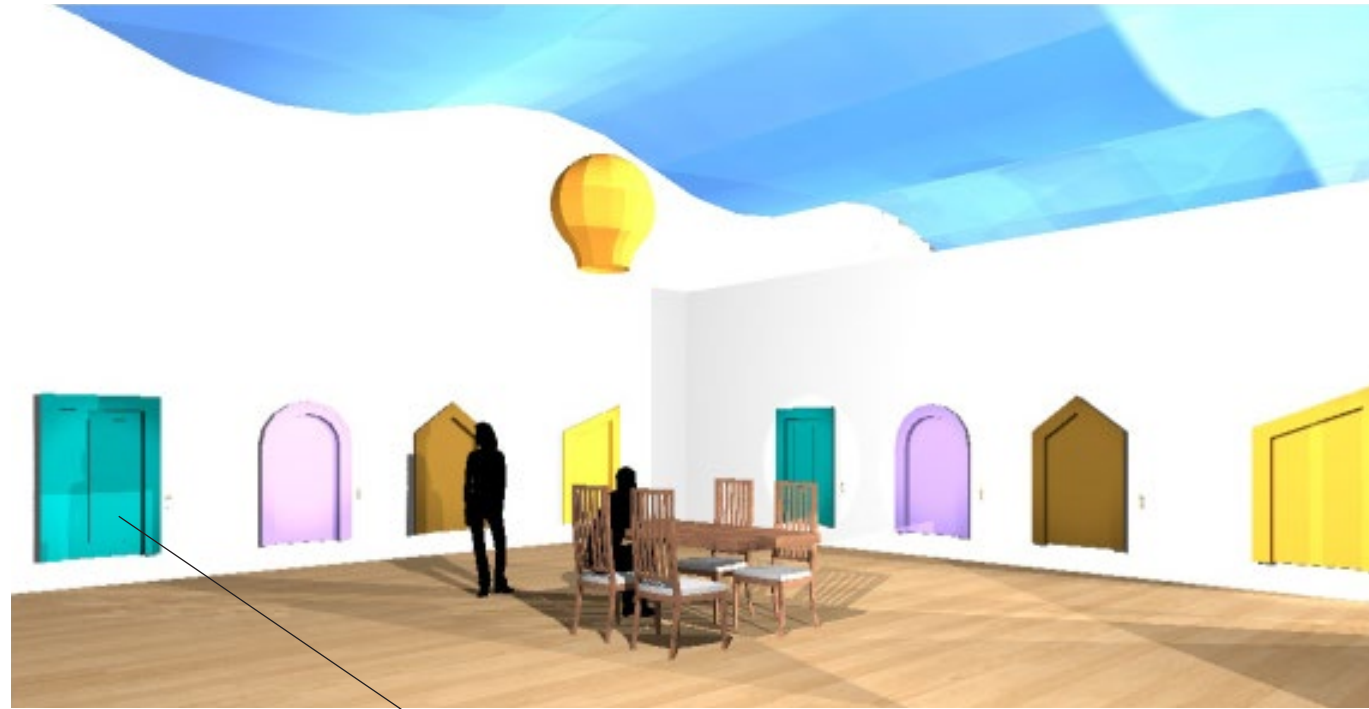


- F1: Floor Screen High Gain Fabric
- F2: White Oak Spring Honey Natural Oil Finish

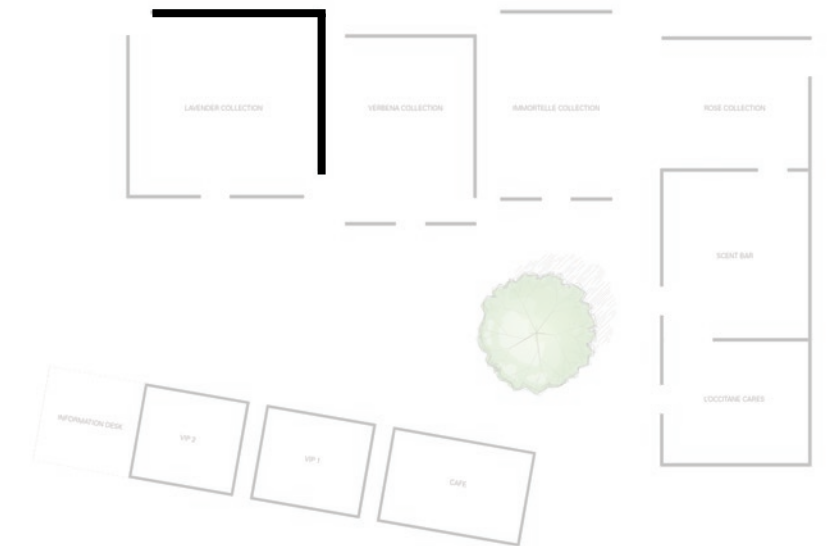
FLOOR PLAN: LIGHTING



PERSPECTIVE: LAVENDER COLLECTION



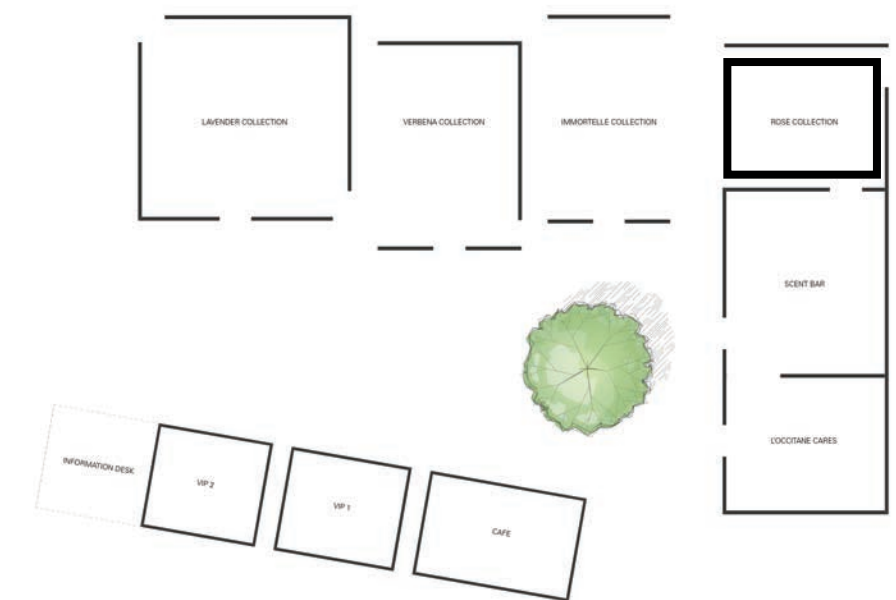
Inspired by Alice in Wonderland, products from the Lavender collection will sit in niches inside the walls. The products are hidden by doors designed in a different styles, sizes, and colors. People see the products by using keys hanging from the ceiling to open the doors. This provides a more interactive experience rather than simply passively looking at the products.



PERSPECTIVE: ROSE COLLECTION



Rose collection features more common product stands and a pixie glass to protect the products. We also included a graphic image of roses for visual stimulation.

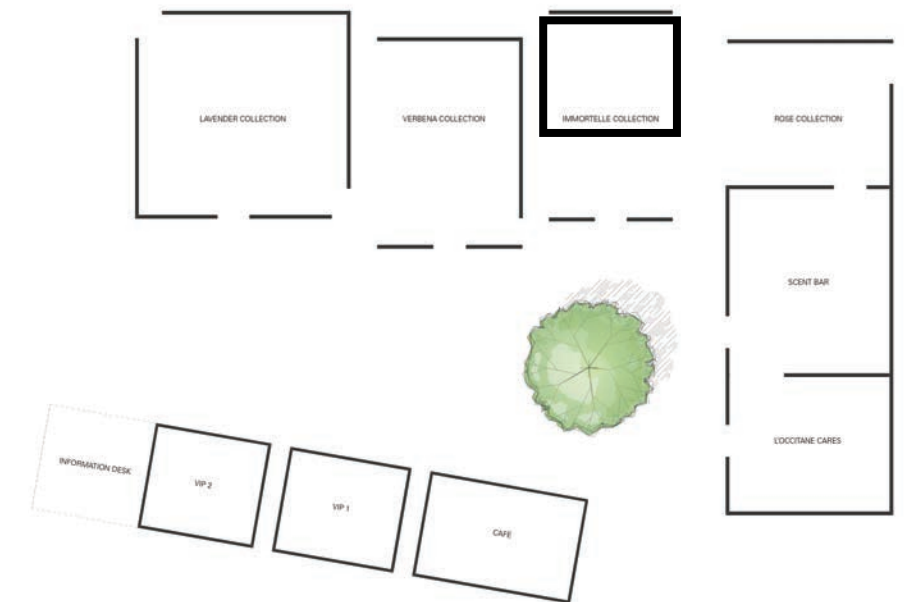


PERSPECTIVE: IMMORTELLE COLLECTION



We included a graphic element in the Immortelle collection provide for more visual interests. To further enhance the graphic element and reduce the flatness of the image, we included patches of vegetation to make the graphic more dimensional.

This collection features two different product displays: wall mounted shelves and clear, pixie glass boxes that will be hung down from ropes. The products' quality are luminated by directional lighting.

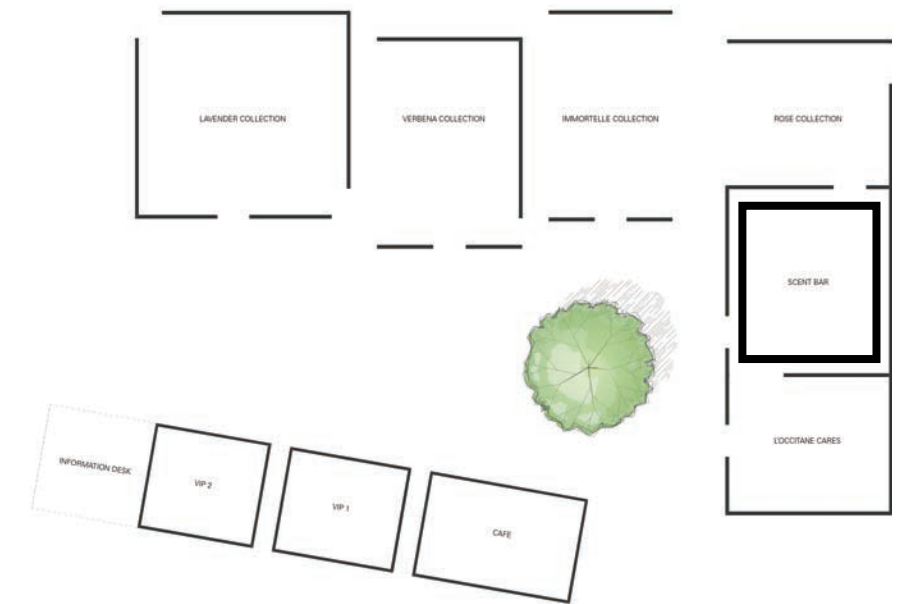


PERSPECTIVE: SCENT BAR

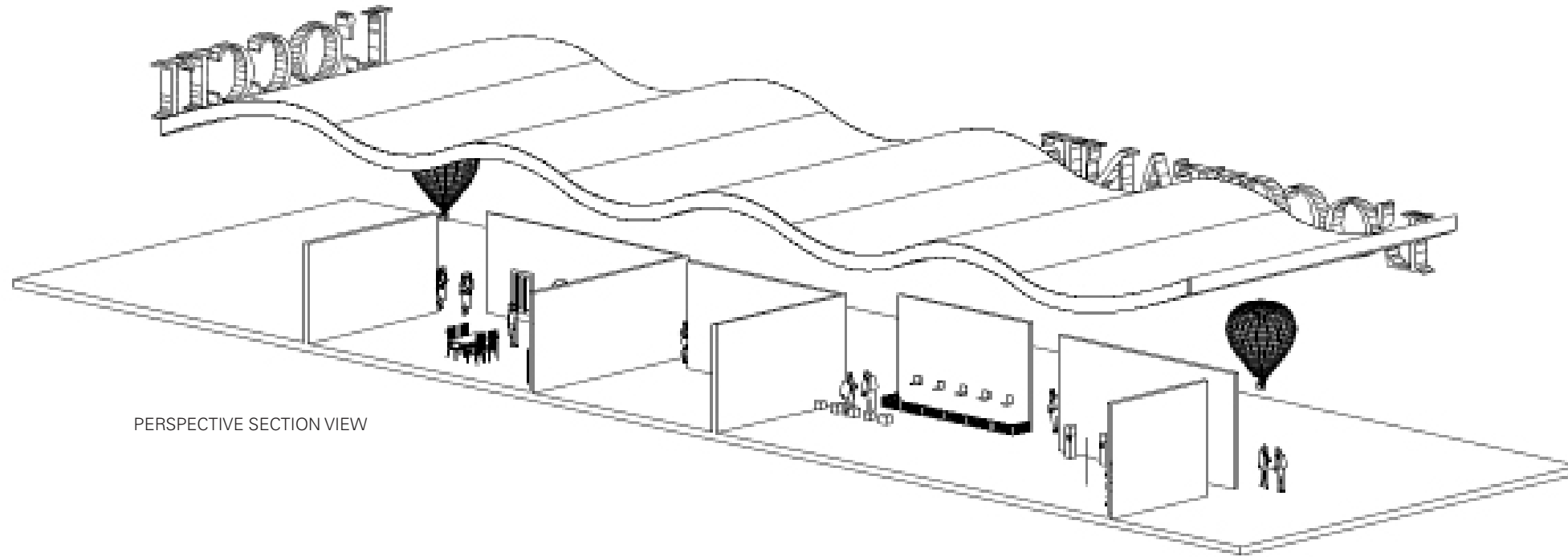


The Scent Bar room serves as a place for people to interact with each other and the products. People learn about the ingredients included in the products. They experience the space in a sensorial way, smelling the aroma of products and have the opportunity to guess the scent of the products and win prizes.

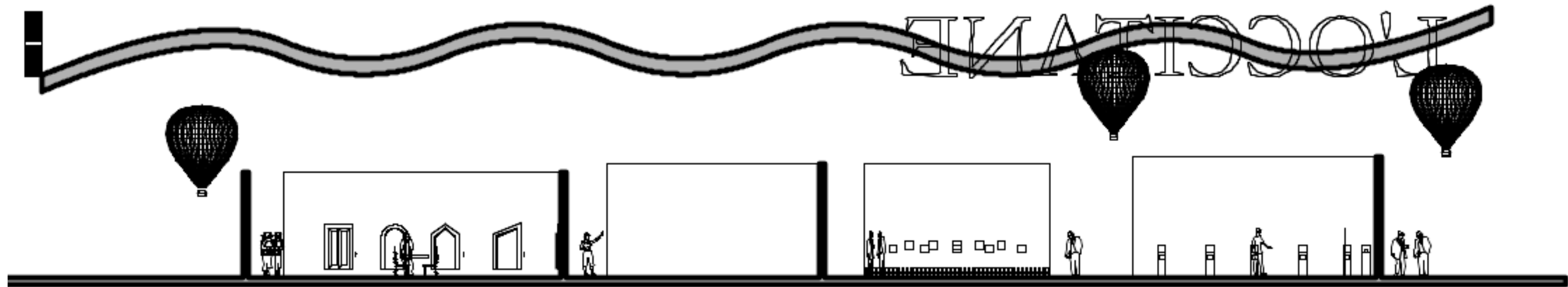
The graphics serves more than just visual interests, but provides an imagery for people to become aware of the ingredients that were used to create the products.



SECTION VIEWS



PERSPECTIVE SECTION VIEW



SECTION VIEW

GRAPHIC IDENTITY

4.1 TYPOGRAPHY AND COLOR PALETTE

4.2 EXTERIOR GRAPHICS

LAVENDER COLLECTION EXTERIOR WALLS (BACK AND LEFT)
VERBENA COLLECTION EXTERIOR WALL
IMMORTELLE COLLECTION EXTERIOR WALL
ROSE COLLECTION EXTERIOR WALL

4.3 INTERIOR GRAPHICS

LAVENDER COLLECTION INTERIOR WALL
L'OCCITANE CARES INTERIOR WALL
OBJECT LABELS
OBJECT LABEL AT 100%

4.4 IN-SITU RENDERINGS

TYPOGRAPHY AND COLOR PALETTE



COLOR



RGB 254, 211, 72

HEX# FED348

CMYK 1%, 16%, 83%, 0%



RGB 11, 46, 89

HEX# 0B2E59

CMYK 100%, 88%, 38%, 30%

TYPOGRAPHY

ADOBE GARAMOND PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

UNIVERS LT STD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



The L'Occitane En Provence brand's logo colors are yellow and navy blue. The brand focuses on using the natural ingredients native to the Provence (South of France) region in their skin care products. The company's website features images of the plants and flowers which are used in the products. In addition, there are also images of the Provence region itself and what makes it unique. The images of lavender, verbena, and immortelle above are important to our trade show design because we pulled colors from these images for different sections/collections in our trade show. The different colors of lavender are designated

for the Lavender Collection Room because all the products displayed in the room have lavender as the main ingredient. Verbena Collection Room features the refreshing green hue and Immortelle Collection Room features cheerful yellow color. As you have already guessed, the Rose Collection Room features a version of the color pink. The use of the images and the natural color palette of native plants and flowers was very important to our trade show design. The goal of our design is to transport the visitor to the Provence using all the visitor's senses but most of all their sense of smell.

GRAPHIC IDENTITY: EXTERIOR GRAPHICS



ROSE COLLECTION EXTERIOR WALL (BACK WALL)



The concept behind the exterior wall graphic design is to use large scale images of plants and flowers to catch visitors' attention and ultimately draw people to our trade show so that they can go in, explore, and ultimately be transported to the world of Provence. The goal of having the typographic elements in addition to the images is that these large scale words will peak visitors' curiosity and they would want to explore more about it (drawing people to the trade show exhibit.) The selected words on the walls are significant because they were taken from the company's origin story and what the company is all about. The selected words are just key words from those descriptions. From these words one can see that the brand is deeply rooted in tradition and nature of the Provence region. Visitors don't necessarily have to understand what these words are, they are just there to catch their attention and provide a brief introduction to the company's brand.



IMMORTELLE COLLECTION EXTERIOR WALL (BACK WALL)



GRAPHIC IDENTITY: EXTERIOR GRAPHICS



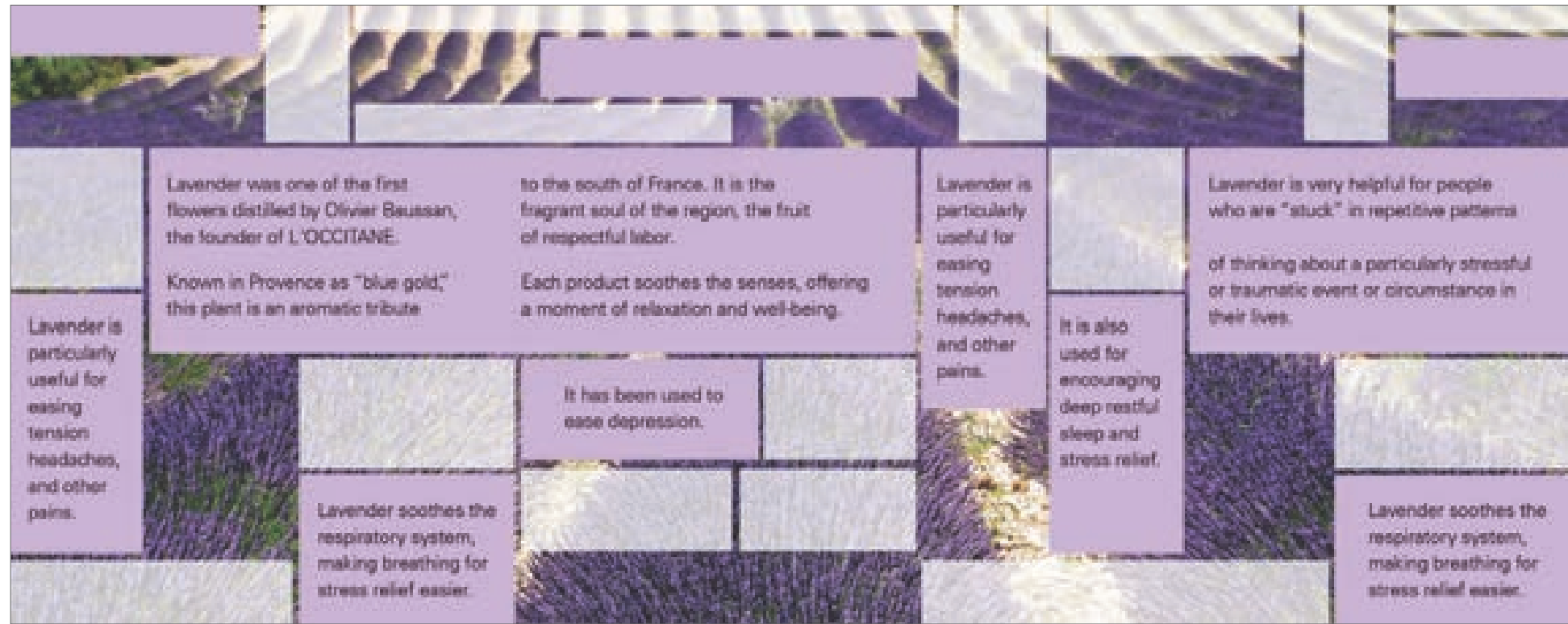
VERBENA COLLECTION EXTERIOR WALL (BACK WALL)

The Lavender Collection Room's exterior wall is the only one that breaks the "key words" concept. The idea behind the design is to inform people about the different types of lavender. The typographic elements are scientific names of the lavender plant. The "Lavandula" appears bolder than the other words because it's what every scientific name of lavender species start with.



LAVENDER COLLECTION EXTERIOR WALL (BACK WALL)

GRAPHIC IDENTITY: INTERIOR GRAPHICS

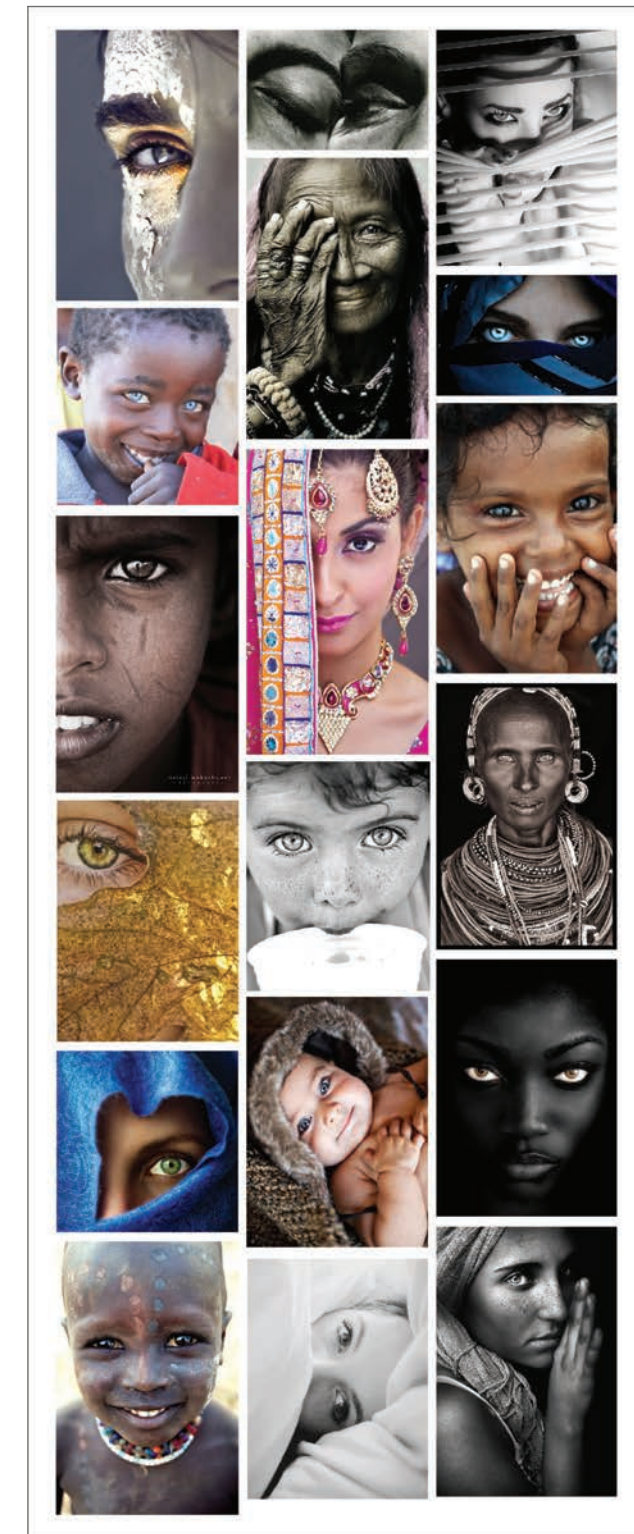


LAVENDER COLLECTION INTERIOR WALL (LEFT WALL)

The interior left wall of Lavender Collection room is where various information about the lavender plant is going to be projected along the entire wall. The information is going to change after some time so that the visitors could read and learn more about the lavender plant. This projection will also be projected on the exterior wall so that the outside visitors can see it also.

The rectangles are supposed to symbolize patches of plants which are found in the Provence. The large scale image of the lavender fields reflects the brand's essence of nature and tradition. The transparent rectangles reinforce the idea of patches of plants and/or flowers.

The interior wall of L'Occitane Cares room is focused on the images of people, specifically people's eyes. The L'Occitane Foundation was created in 1976. The foundation has helped visually impaired by providing perfume training and providing jobs as perfume makers. They also provide scholarships and services for people's wellbeing. The reason that the wall is image focused is to illustrate how many people the L'Occitane Foundation has helped and will continue helping.



L'OCCITANE CARES ROOM (BACK WALL)

GRAPHIC IDENTITY: INTERIOR GRAPHICS

LAVENDER LIQUID SOAP REFILL

191217
Liquid Soap
4.6" by 2.6" by 0.8"
Recycled Plastic Pouch

Reduce, reuse, refill! The Lavender Liquid Soap Refill keeps hands clean, fresh, and lightly scented.

With nourishing Shea Butter and soothing aloe-vera extract, this detergent-free cleanser is gentle enough for dry, sensitive or damaged skin.

6"

LAVENDER COLLECTION OBJECT LABEL

VERBENA SHOWER GEL

15GD500VB13
Shower Gel
5" by 4" by 2"
Recycled Plastic Bottle

Fresh, clean showergel with essential oils of verbena, orange, geranium, and lemon tree smooth and nurture skin. Permeates the room with a winning aroma of the crisp, citrus scent of L'Occitane verbena.

4"


VERBENA COLLECTION OBJECT LABEL

GRAPHIC IDENTITY: INTERIOR GRAPHICS

DIVINE CREAM

290514
Cream
Glass Jar
3.5" by 3.5" by 3.5"

The luxurious, yet miraculously lightweight Divine Cream combines the unique anti-aging properties of everlasting immortelle flowers with the boosted effectiveness of seven plant-derived active ingredients to give skin the youthful, radiant glow you've always wanted.



6"

IMMORTELLE COLLECTION OBJECT LABEL

BONNE MERE SOAP - ROSE

244784
Bar Soap
5" by 5" by 4"
Recycled Paper Wrapper

The Bonne Mere Rose Soap gently cleanses the skin without drying. Our formula contains a sustainable and eco-friendly palm oil which is RSPO certified. Pampered daily, skin is soft, supple and lightly scented.



4"

ROSE COLLECTION OBJECT LABEL

LAVENDER LIQUID SOAP REFILL

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4.6" by 2.6" by 0.8"

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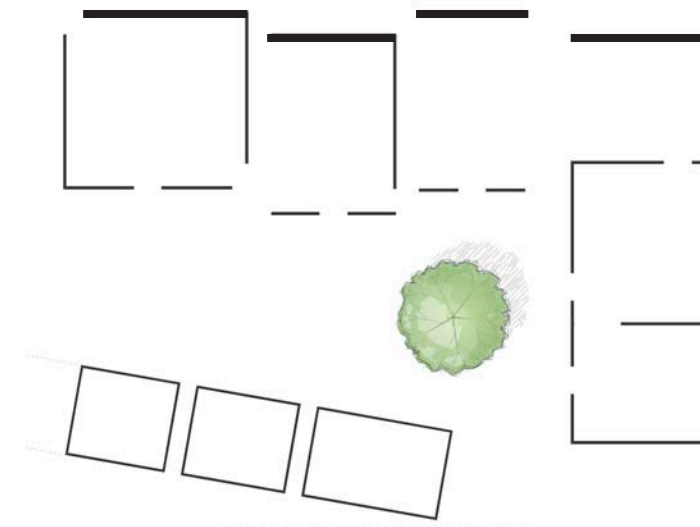
Reduce, reuse, refill! The Lavender Liquid Soap Refill keeps hands clean, fresh, and lightly scented.

With nourishing Shea Butter and soothing aloe-vera extract, this detergent-free cleanser is gentle enough for dry, sensitive or damaged skin.

FOUR COLLECTIONS EXTERIOR WALLS (BACK WALLS)

Our logo will be attached onto the "roof" high in the air so people can see our exhibit far away.

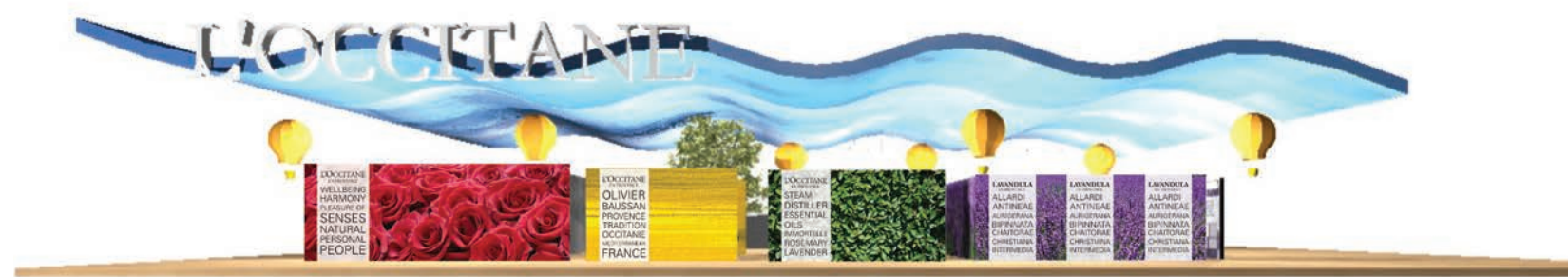
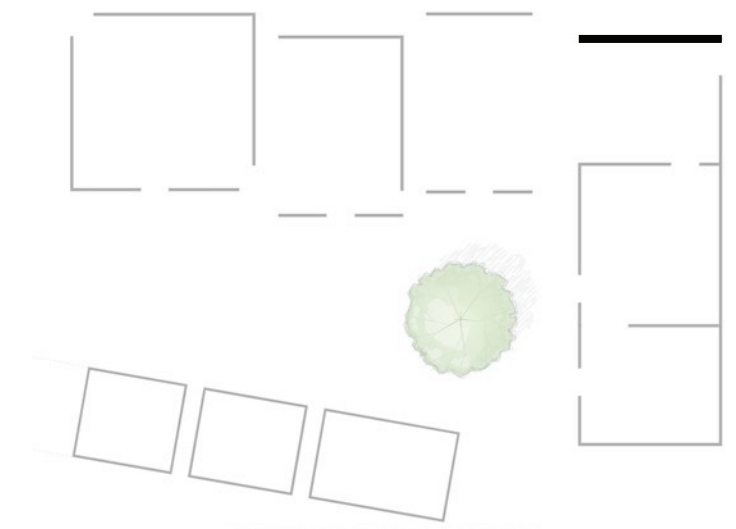
Here is the roof of our exhibit and it acts as our sky and hot air balloons are floating in the air



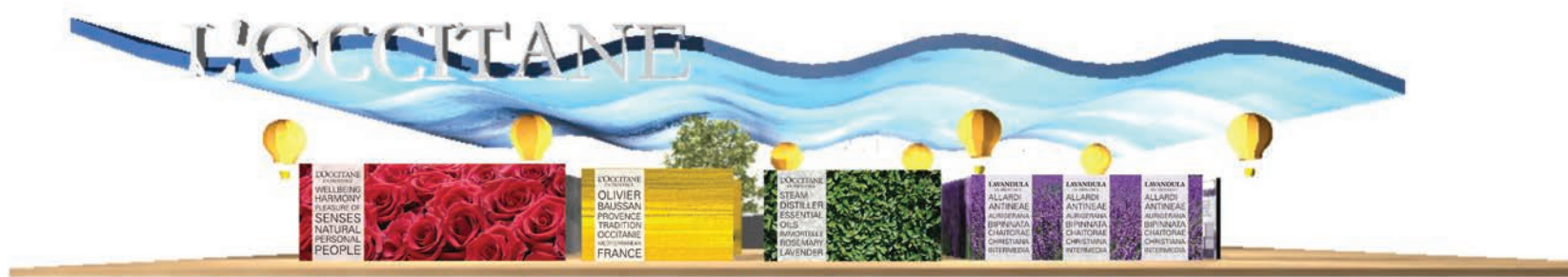
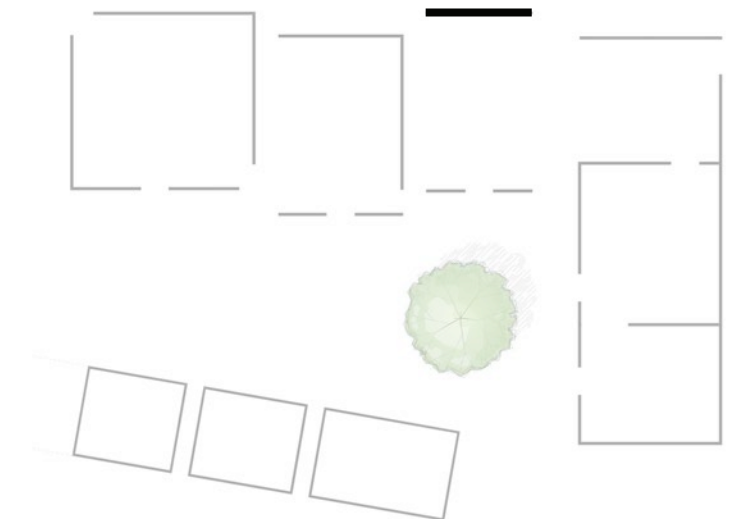
ROSE COLLECTION EXTERIOR WALL (BACKWALL)



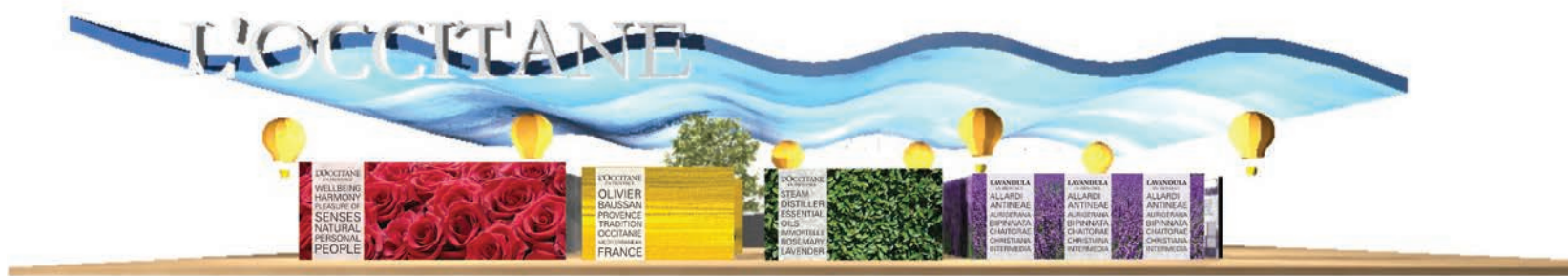
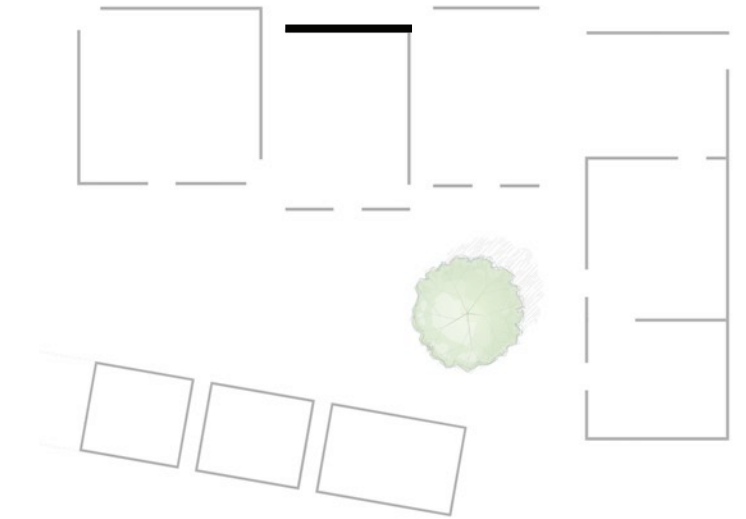
An exterior wall of the Rose Collection showing key words that represent L'Occitane.



IMMORTELLE COLLECTION EXTERIOR WALL (BACKWALL)



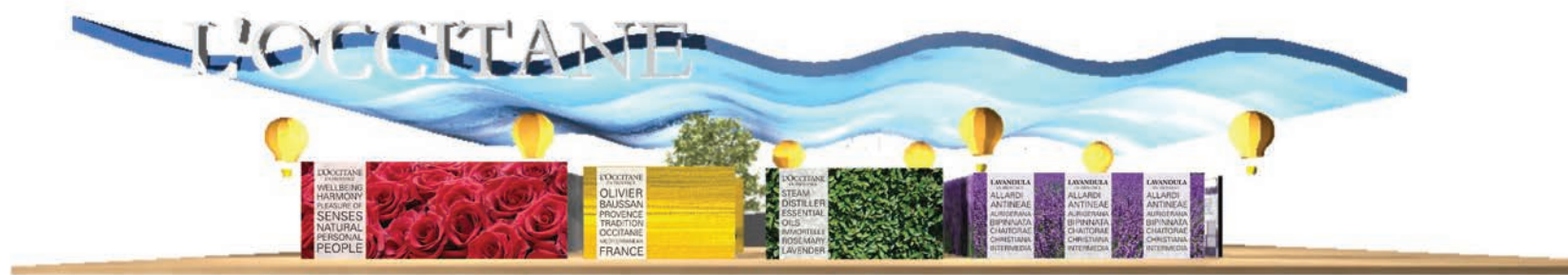
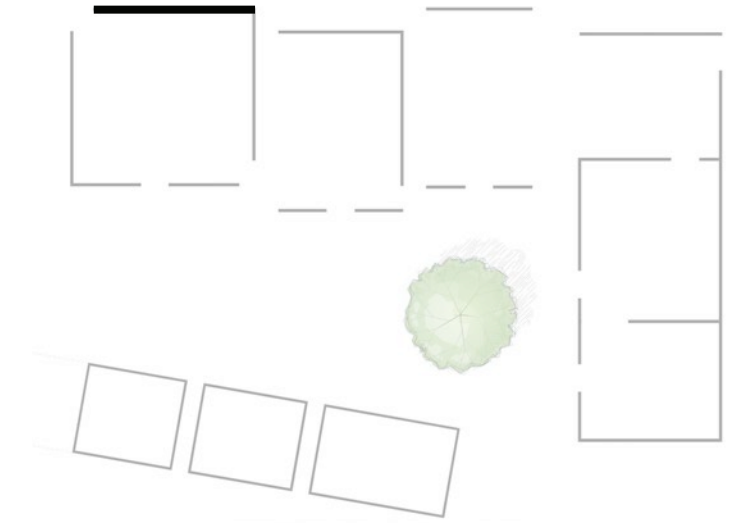
VERBENA COLLECTION EXTERIOR WALL (BACKWALL)



LAVENDER COLLECTION EXTERIOR WALL (BACKWALL)



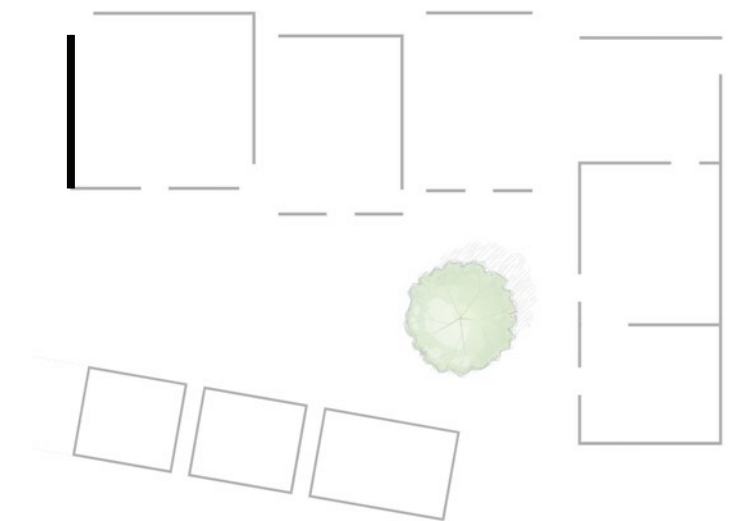
The exterior wall of the Lavender Collection showing the different species of lavender.



LAVENDER COLLECTION EXTERIOR WALL PROJECTION (LEFT WALL)



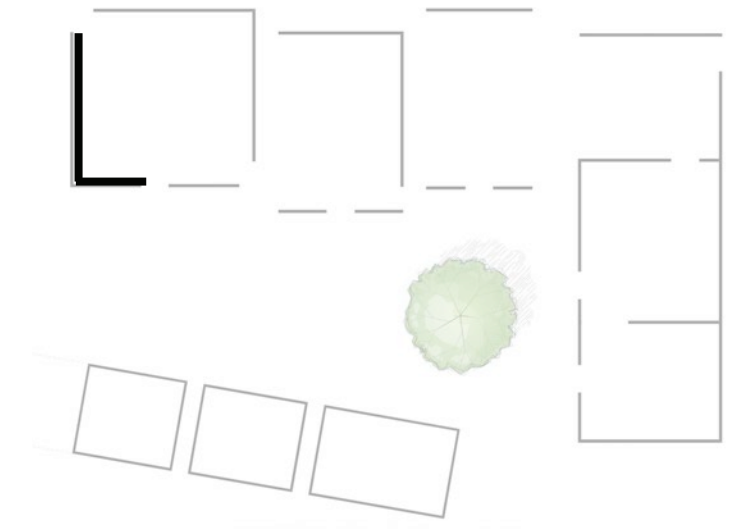
This is a wall projection from the exterior and interior walls. The projection will show different lavender plants and provide information about these different species of lavender. People can learn about these different types of lavender.



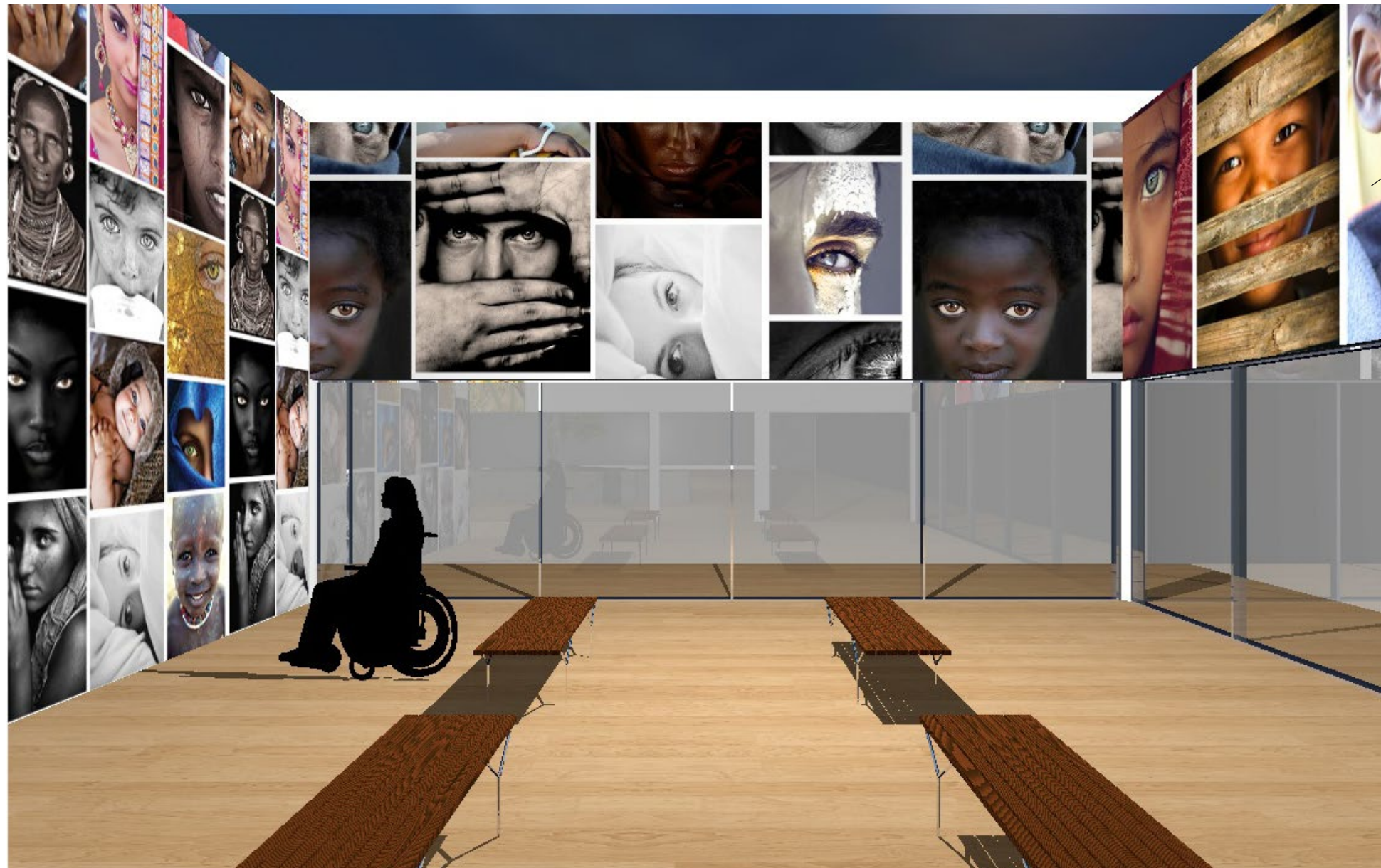
LAVENDER COLLECTION INTERIOR WALL PROJECTION (LEFT WALL)



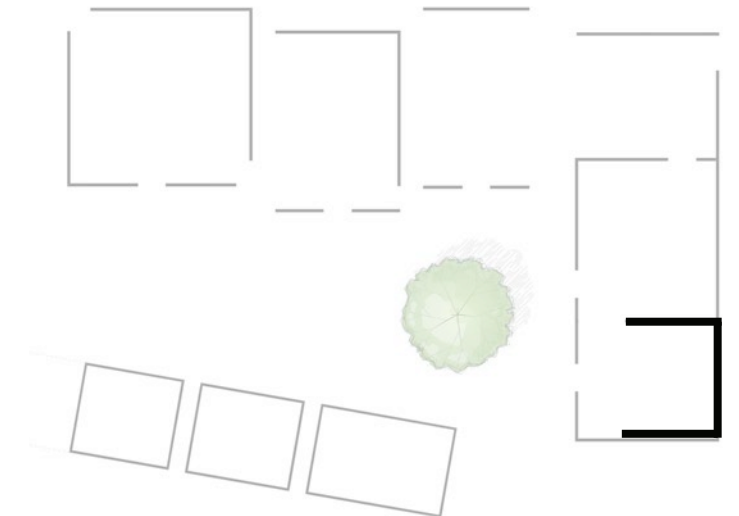
There are hot air balloons serving as decorations hung from the roof. L'Occitane offers people an adventure to travel in a hot air balloon, traveling across areas in Provence.



L'OCCITANE CARES ROOM INTERIOR



This is an image based illustration how L'Occitane Foundation has helped and continues to help those who are visually impaired. They contribute to the community.

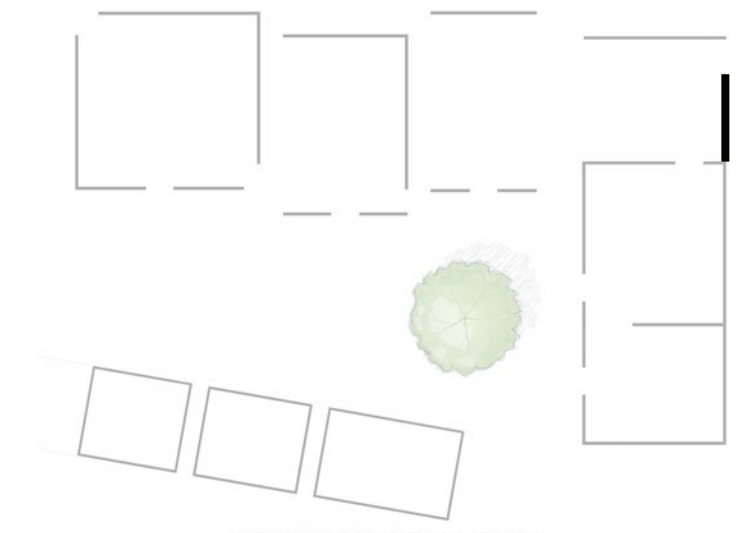


ROSE COLLECTION DETAIL: OBJECT LABEL

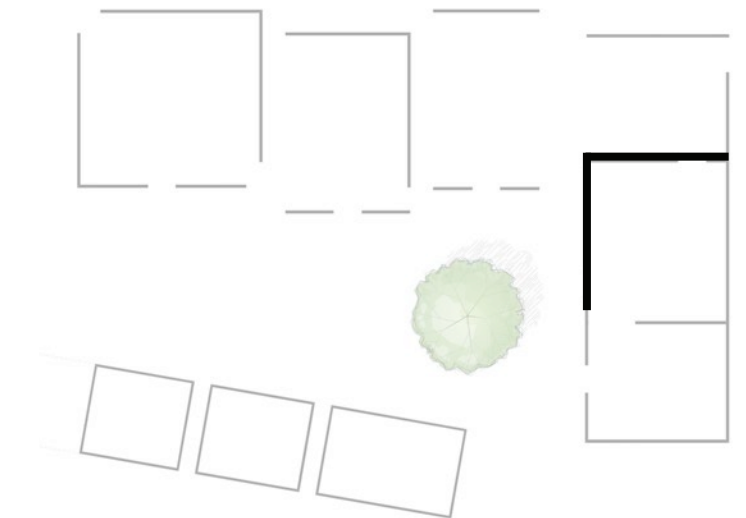
BONNE MERE SOAP - ROSE

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SCENT BAR ROOM INTERIOR



FAMILY OF SIGNS

