



Polo Earth

RALPH LAUREN

2023 COLLECTION
MERCHANDISING GUIDELINES

DEAR ALL,

FROM LAUNCH, POLO EARTH HAS BEEN ONE STEP AHEAD IN FRAGRANCE INNOVATION. POLO EARTH PROMOTES A STATEMENT WHILE LEVERAGING THE STRONG ASPIRATION OF THE POLO SIGNATURE.

POLO EARTH ANSWERS THE INCREASING DESIRE FOR BEAUTY PRODUCTS THAT ARE HEALTHY FOR THE SKIN, AND THAT CARE FOR THE PLANET. THE OBJECTIVES TO COMMUNICATE OUR MARKET LEADING BREAKTHROUGH CLAIMS, EXPLAIN WHAT LIES BEHIND OUR PRODUCT, AND TO EDUCATE, GO BEYOND OUR PACKAGING, AND ARE NOW REFLECTED IN OUR POS ANIMATION AND MERCHANDISING INTENTIONS.

IN THESE GUIDELINES, YOU WILL FIND:

- NEW CAMPAIGN VISUALS & GRAPHICS
- INTENTIONS FOR VARIOUS SCALES OF ANIMATION SPACES
- INTENTIONS FOR ANIMATING IN INSTITUTIONAL RALPH LAUREN SPACES

PLEASE REFER TO OPERA AND THE DFT FOR ALL APPROVED CHARTERS AND GRAPHICS.

SINCERELY,
RALPH LAUREN DMI

Table of Contents



CONCEPT	4
VISUALS	
LOGOS & GRAPHICS	
MATERIALS	

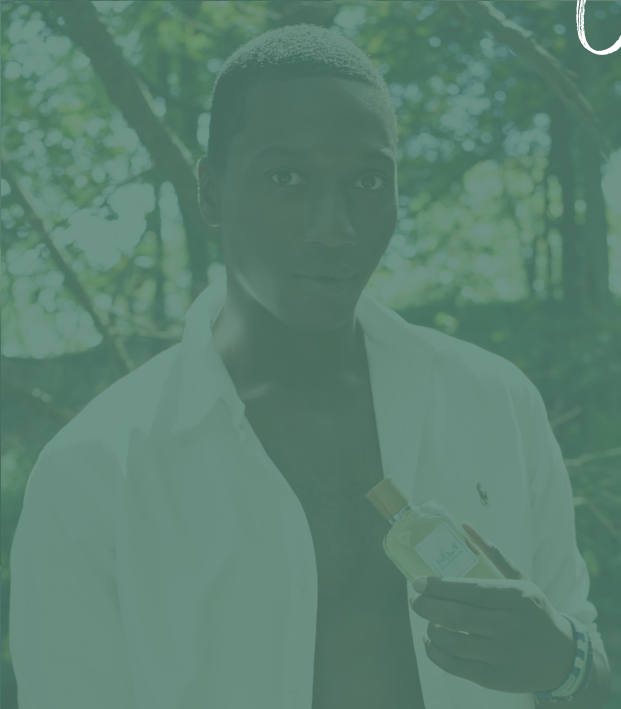
NON-PERMANENT ANIMATION	13
EXTRA LARGE PODIUM	
LARGE PODIUM	
MEDIUM PODIUM	
SMALL PODIUM	
EXTRA SMALL PODIUM	
TRAVEL RETAIL PODIUM	
WINDOW	

PERFUMERY	32
ENDCAPS	
TABLES	
SHELVING	
CASELINE	

INSTITUTIONAL ANIMATION	39
BACKWALL	
HEAD OF GONDOLA	

POSM OFFERING	42
ANCILLARIES DISPLAY	
COUNTER TESTER UNITS	
CLADDING	
IMMERSIVE DISPLAY	
PLATINE INSERT	

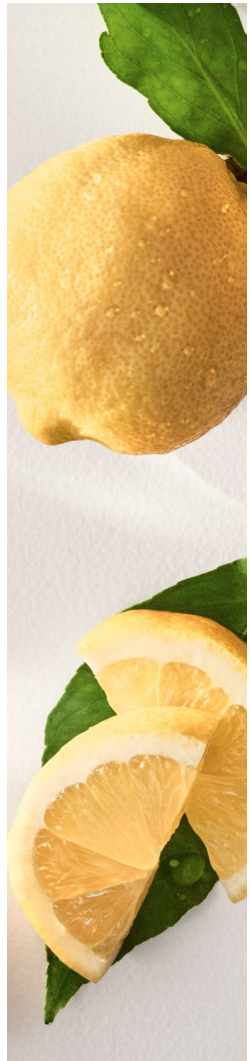
CONTACTS	51
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Concept

NEW CAMPAIGN OBJECTIVE

COMMUNICATE OUR 9 SUSTAINABLY SOURCED INGREDIENTS FROM 3 LOCAL COMMUNITIES AROUND THE WORLD



BERGAMOT
HEART



BOURBON
GERANIUM



DIVA
LAVENDER



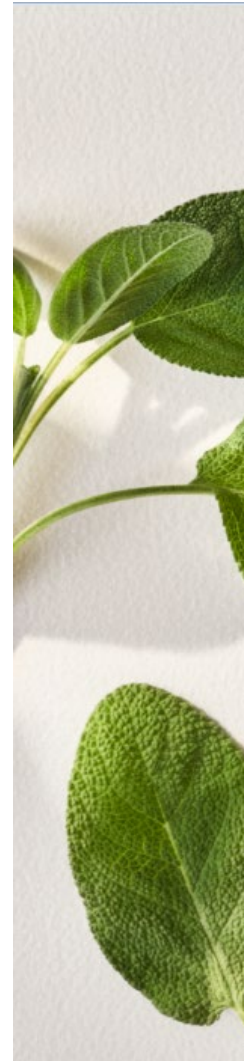
GREEN
MANDARIN



HAITIAN
VETIVER



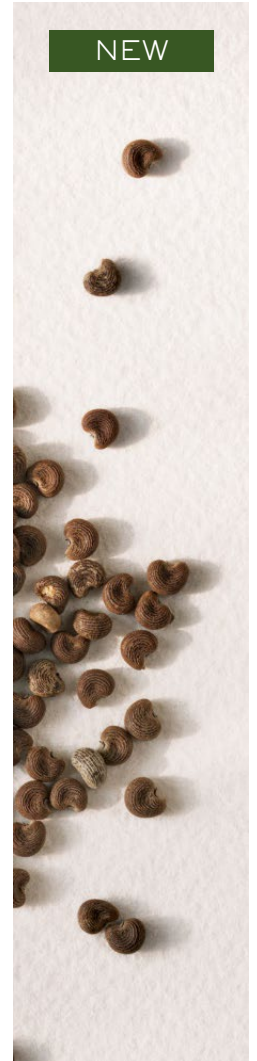
TURKISH
ROSE



SAGE
HEART



BOURBON
VANILLA



GUATEMALAN
AMBRETTE

NEW VISUALS FOR POS

KEY VISUAL



PACKSHOT IMAGERY



FOR THE INDIVIDUAL PACKSHOTS, THE BOTTLE SHOTS ARE TO BE REMOVED FROM THE INGREDIENT VISUAL BACKGROUNDS WHEN REAL BOTTLES ARE PLACED IN THE FOREGROUND.

LOGOS

BRAND LOGOS

RALPH LAUREN

PRIMARY BRANDING HEADER LOGO
TO BE IN POLO EARTH DARK GREEN
PANTONE 625 C AGAINST WHITE.



TO BE SILKSCREENED ON WHITE.
LOGOTYPE IS IN POLO EARTH DARK GREEN
PANTONE 625 C.
PONY IS IN POLO EARTH LIGHT GREEN
PANTONE 441 C.

FLANKER LOGOS

Moroccan Neroli

PANTONE 718 U

Provencial Sage

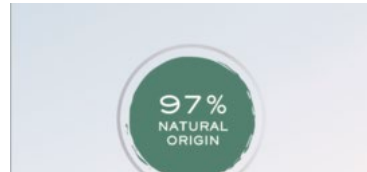
PANTONE 653 U

Antilles Vetiver

PANTONE 4975 U

ANIMATION-SPECIFIC GRAPHICS FOR MERCHANDISING

SUSTAINABILITY CLAIMS



PLACEHOLDER ONLY. APPROVED MANIFESTO WILL BE RELEASED VIA THE DFT AND OPERA.



TO BE PRINTED ON CUTOUTS IN POLO EARTH DARK GREEN PANTONE 625 C & POLO EARTH LIGHT GREEN PANTONE 441 C

AR QR CODE & CTA



SCAN FOR THE VIRTUAL EXPERIENCE

TO BE SILKSCREENED IN POLO EARTH DARK GREEN PANTONE 625 C

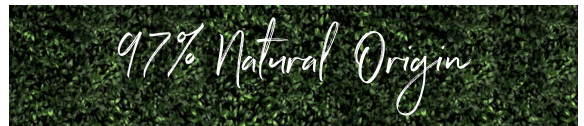
COPY

Your Gift

TO BE SILKSCREENED IN POLO EARTH DARK GREEN PANTONE 625 C TO INDICATE GWP



TO BE SILKSCREENED IN WHITE ON WOOD ON BACK OF LARGE PODIUM ON PLV HEADERS, AND IN GREENERY ON WINDOW



TO BE A 3D DIE CUT OVER GREENERY ON TRAVEL RETAIL PODIUM

INGREDIENT ARTWORK

Original



Moroccan Neroli



ALL PLACEHOLDERS ONLY. APPROVED ARTWORK WILL BE RELEASED VIA THE DFT AND OPERA.

Provencal Sage

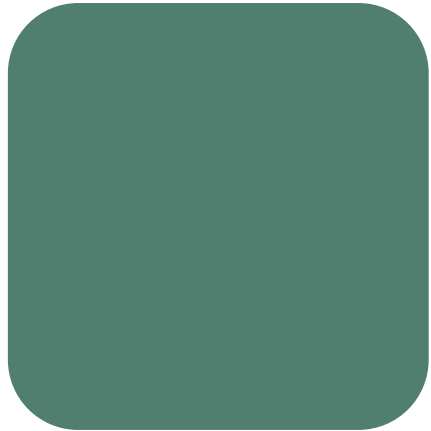


Antilles Vetiver



MATERIALS

POLO EARTH
DARK GREEN



ALL DOORS & INSTALLS
PANTONE 625 C.
WATER-BASED PAINT &
SEALER.
SATIN FINISH.
USED ON FLOOR BORDER
& HEADER LOGOS

WHITE



ALL DOORS & INSTALLS
PANTONE CC 0494.
WATER-BASED PAINT &
SEALER.
SATIN FINISH.
USED ON FLOORING,
FURNITURE TOPS, POSM
OFFERING TOPS, AND
PODIUM, STOCKER & TABLE
SHELVES.

WOOD



FLAGSHIP, TIER A
& TIER B DOORS
HOLLOW PLYWOOD.
MATTE FINISH.

TIER C DOORS &
PERFUMERY
SEAMLESS GRAPHIC PRINT.
SATIN FINISH.

GREENERY

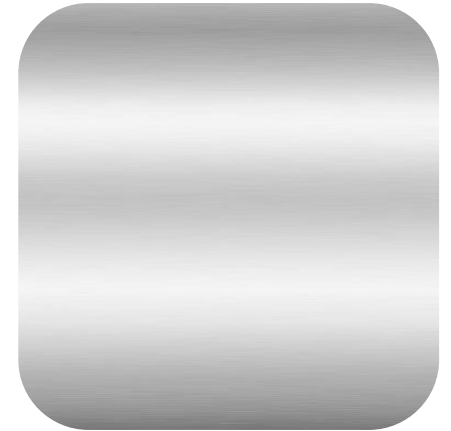


FLAGSHIP & TIER A DOORS
LIVE NORTHEASTERN USA
FOREST PLANTS
(NO TROPICAL PLANTS)

TIER B DOORS
FOSSILIZED PLANTS BY
“JADE SARL & MOSS SMART
NATURE.”

TIER C DOORS &
PERFUMERY
SEAMLESS GRAPHIC PRINT.
MATTE FINISH.

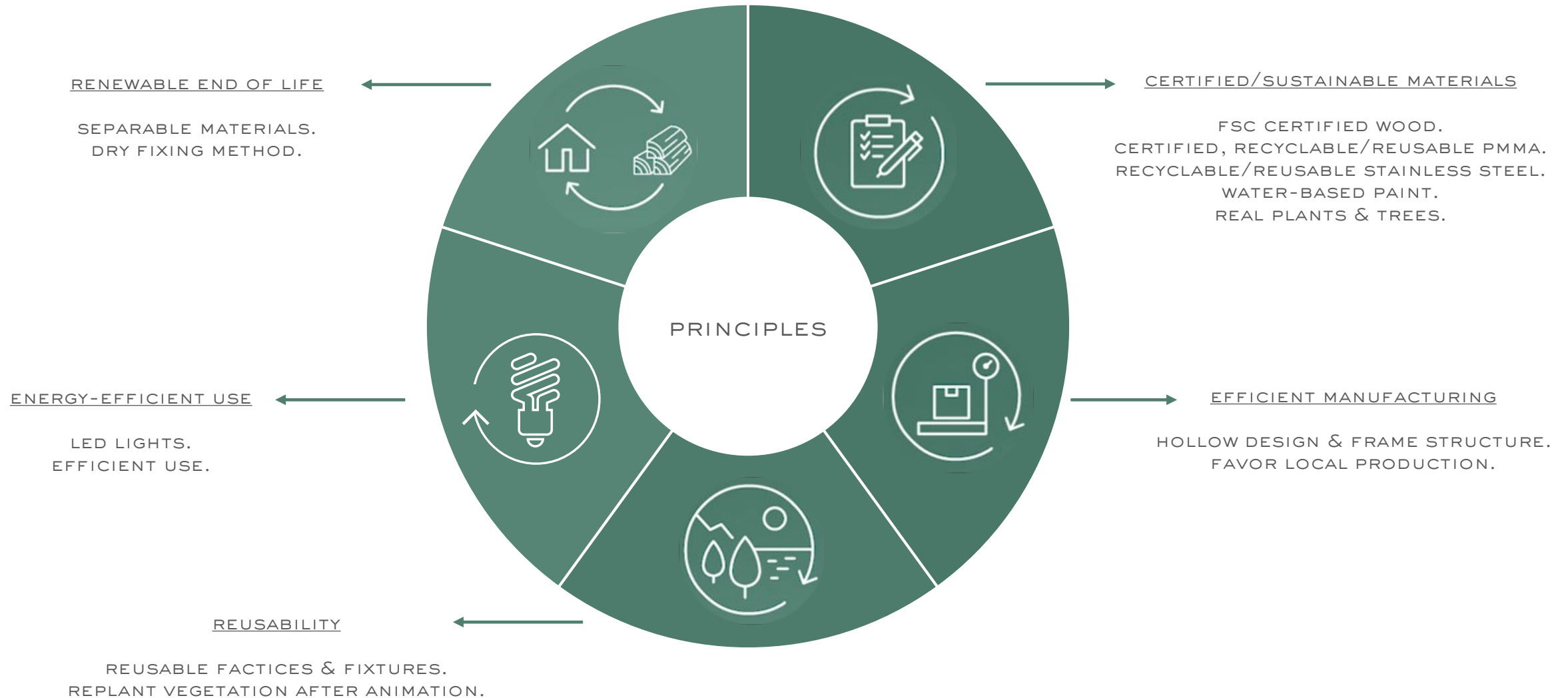
SILVER



FLAGSHIP, TIER A
& TIER B DOORS
POLISHED ALUMINUM.
GLOSSY FINISH.

TIER C DOORS &
PERFUMERY
PMS 441 C.
LACQUER.
HIGH-GLOSS FINISH.

MATERIALS SUSTAINABILITY



REFER TO LOCAL REGULATIONS.

MATERIALS

LIVING WALL CONCEPT & EXECUTION

TARGET LOOK



GREENERY TO USE AS BASE NORTHEASTERN USA FOREST PLANTS (NO TROPICAL PLANTS)



MOSESSES



FERNS

INGREDIENT PLANTS TO USE AS ACCENTS



PROVINCIAL SAGE



MOROCCAN NEROLI



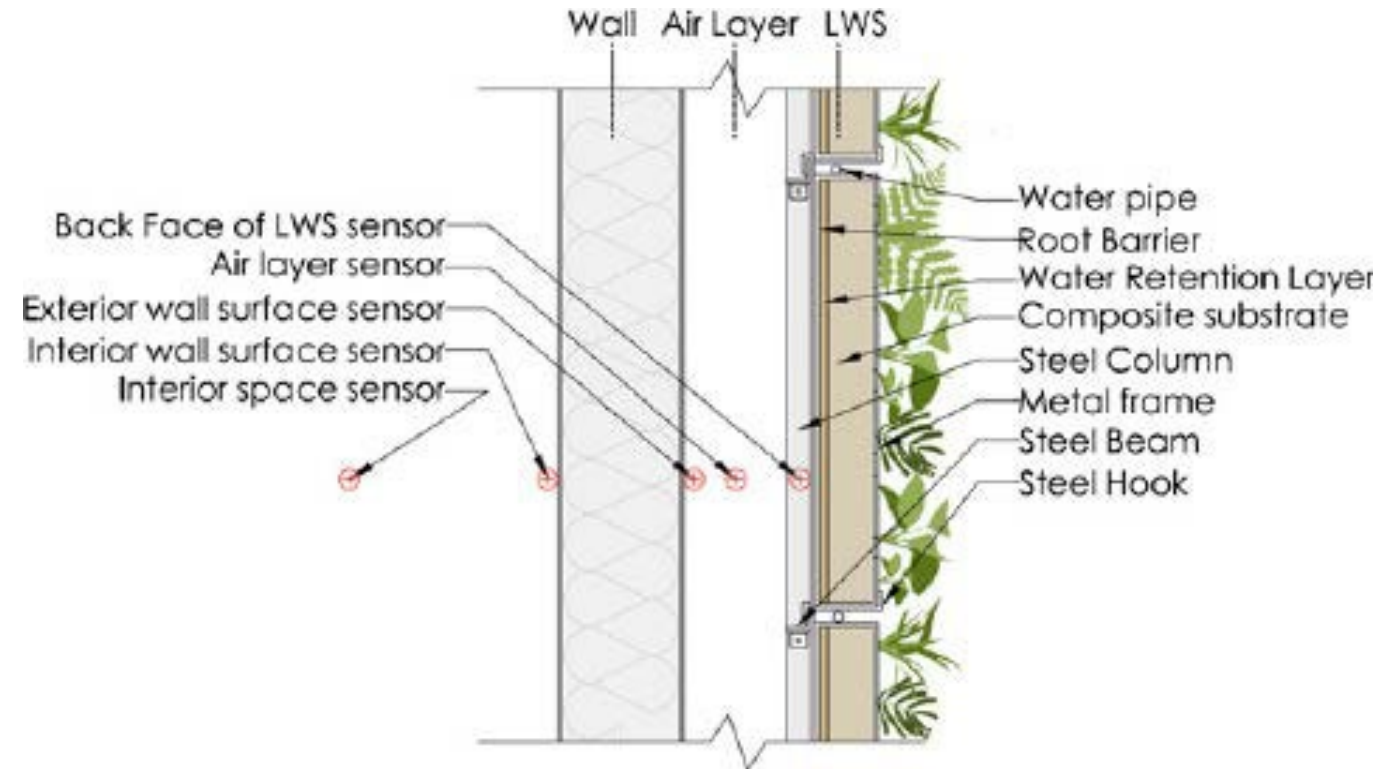
ANTILLES VETIVER



GREEN MANDARIN

MATERIALS

LIVING WALL CONCEPT & EXECUTION





Non-Permanent Animation

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

EXTRA LARGE PODIUM

PRIMARY VIEW



Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT

ANIMATION
EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL

ANIMATION
BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

EXTRA LARGE PODIUM

ANGLED TOP VIEW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

EXTRA LARGE PODIUM

SECONDARY VIEW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

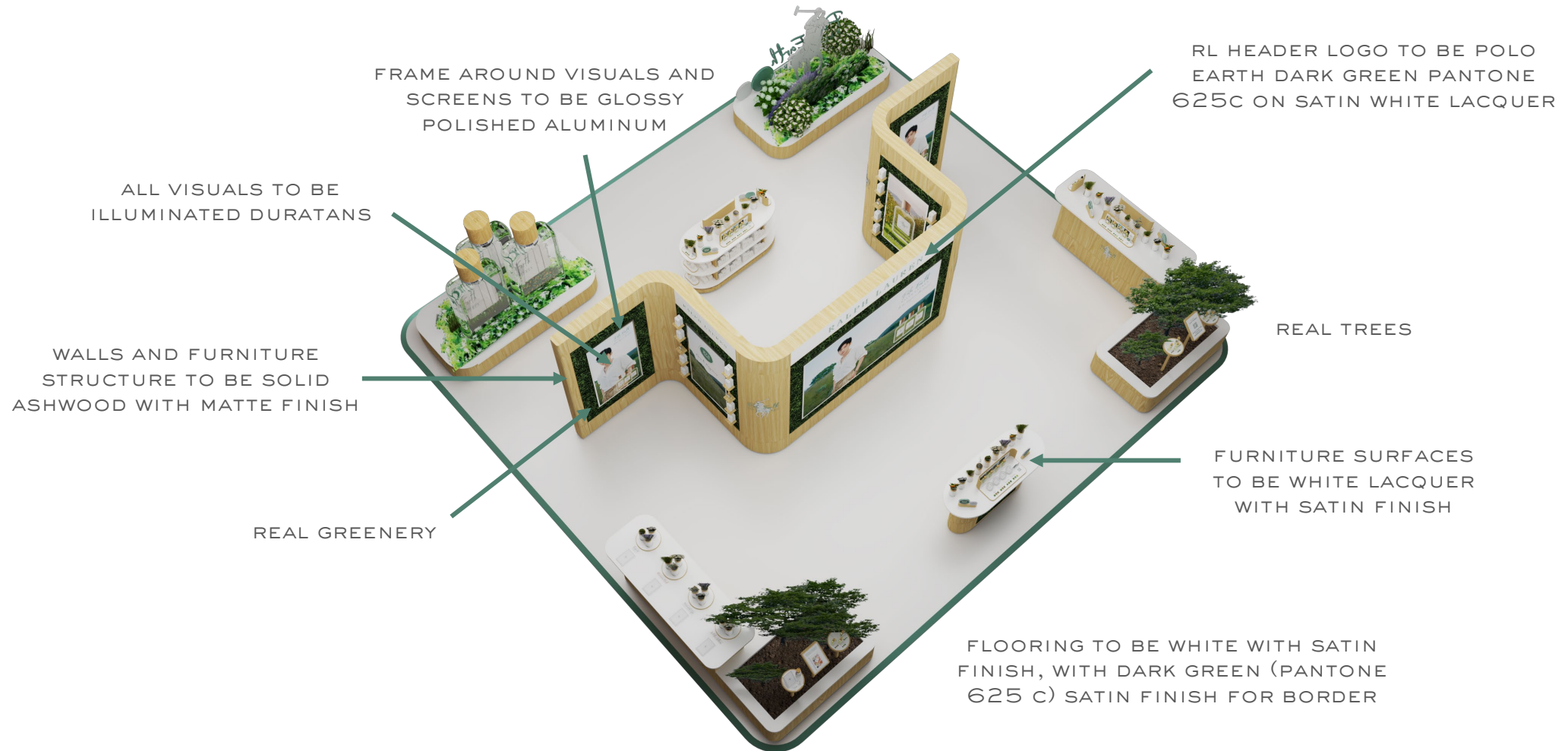
EXTRA LARGE PODIUM

OVERVIEW



EXTRA LARGE PODIUM

MATERIAL CALLOUTS



EXTRA LARGE PODIUM

PRIMARY TABLE



MAIN TABLE THAT WELCOMES CUSTOMER INTO THE SPACE FROM THE PRIMARY VIEW.

ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

EXTRA LARGE PODIUM

SINGLE STOCKER WITH
INDIVIDUAL FRAGRANCE



USED IN EXTRA LARGE & LARGE PODIUMS.
TO DISPLAY EACH FRAGRANCE AND ITS
REFILL ON A SEPARATE STOCKER AND BE
PLACED IN DISTINCT AREAS OF THE PODIUM.

EXTENDED STOCKER WITH
ALL FRAGRANCES



USED IN PODIUMS OF ANY SIZE.
TO DISPLAY ALL 4 FRAGRANCES AT ONCE,
WHETHER ON THE “SIMPLE” OR “WITH CLOCHES”
JOINT INGREDIENT DISCOVERY CTU (P.43)

EXTRA LARGE PODIUM

AR EXPERIENCE – PLANT OUR FOREST



STEP 1.

USER SCANS QR CODE ON FOREST PLAQUE



STEP 2.

USER PLANTS VIRTUAL TREES IN OUR REAL FOREST

LOCALIZATION TO BE DISCUSSED WITH DMI PRIOR TO MARKET LAUNCH

EXTRA LARGE PODIUM

GWP RETAILTAINMENT SIGNAGE



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

EXTRA LARGE PODIUM

RETAILTAINMENT BAR – NOTEBOOK FLOWER PRESSING



STEP 1.

CONSUMERS PICK THEIR FAVORITE INGREDIENTS AND PLACE THEM ON THE COVER OF THEIR GWP NOTEBOOK



STEP 2.

THEY PLACE A SHEET OF WAX/PARCHMENT PAPER ON THE PLACED FLOWERS, AND THEN A WOODEN BOARD ON TOP



STEP 3.

THEY PASS IT OVER TO THE ASSOCIATE ON THE OTHER SIDE OF THE TABLE, WHO REMOVES THE WOODEN BOARD AND IRONS THE FLOWERS DOWN INTO THE NOTEBOOK

EXTRA LARGE PODIUM

INGREDIENT DISCOVERY EXPERIENCE



STEP 1.

CUSTOMER APPROACHES THE PODIUM FROM THE SECONDARY VIEW AND SEES THE SCREEN SHOWING THE PRIMARY VISUAL. THE CTA ON THE TABLE PROMPTS THEM TO EXPLORE THE SCENTS UNDER THE CLOCHES.



STEP 2.

UPON LIFTING A CLOCHE TO EXPERIENCE THE SCENT WITHIN, THE SCREEN BEGINS TO PLAY A VIDEO ABOUT THAT PARTICULAR INGREDIENT AND THE LOCAL COMMUNITY THAT GREW IT.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT

ANIMATION
EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL

ANIMATION
BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

LARGE PODIUM

PRIMARY VIEW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

LARGE PODIUM

SECONDARY VIEW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT

ANIMATION
EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL

ANIMATION
BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

MEDIUM PODIUM

PRIMARY VIEW



SECONDARY VIEW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT

ANIMATION
EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL

ANIMATION
BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

SMALL PODIUM

PRIMARY VIEW



SECONDARY VIEW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT

ANIMATION
EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL

ANIMATION
BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

EXTRA SMALL PODIUM

FRONT



BACK



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

TRAVEL RETAIL PODIUM

FRONT



BACK



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

WINDOW



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.



Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERFUMERY ENDCAPS

UK BOOTS TOD FIXTURE



GENERIC ENDCAP



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERFUMERY GENERIC LAUNCH TABLE



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERFUMERY TABLE

FRONT



BACK



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS/M OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERFUMERY SHELVING



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERFUMERY SHELVING

FOR CHINA



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

CASELINE WITH COUNTER TESTER UNIT





Institutional Animation

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT

ANIMATION
EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL

ANIMATION
BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERSONALIZED BACKWALL

SINGLE BAY



TRIPLE BAY



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

PERSONALIZED HEAD OF GONDOLA



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.



POSM Offering

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

ANCILLARIES DISPLAY



Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS-M OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

COUNTER TESTER UNIT



LOCAL PRODUCTION. CONTACT DMI FOR MORE DETAILS.

ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

COUNTER TESTER UNITS

FOR NON-PERMANENT ANIMATION



INDIVIDUAL FRAGRANCE GLORIFIERS



JOINT INGREDIENT DISCOVERY: SIMPLE



JOINT INGREDIENT DISCOVERY: WITH CLOCHES

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

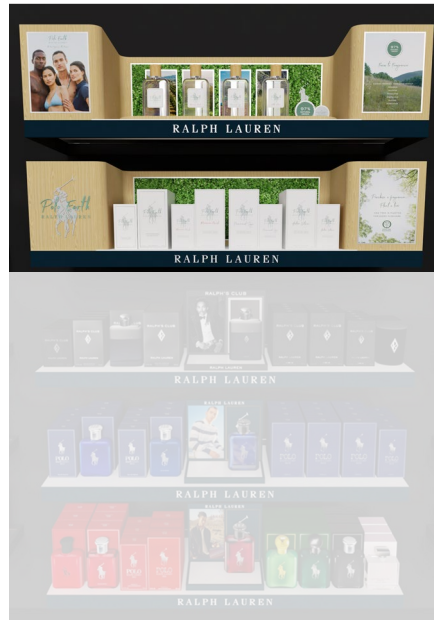
INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

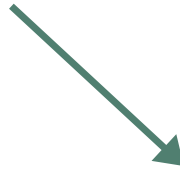
POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS



PERFUMERY
SHELVING



CLADDING

NON-PERMANENT



Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

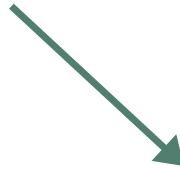
POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS



PERFUMERY
SHELVING



CLADDING

NON-PERMANENT
FOR CHINA



ALL VISUALS, GRAPHICS & CHARTERS NOT FINAL. REFER TO THE DFT & OPERA FOR FINAL CROPPINGS.

Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

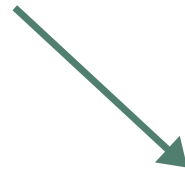
POSM OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS



SINGLE BAY
BACKWALL



CLADDING

INSTITUTIONAL



Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS

BACKWALL IMMERSIVE DISPLAY

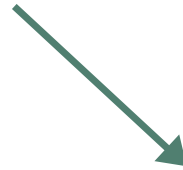


Table of Contents

CONCEPT

VISUALS
LOGOS & GRAPHICS
MATERIALS

NON-PERMANENT ANIMATION

EXTRA LARGE PODIUM
LARGE PODIUM
MEDIUM PODIUM
SMALL PODIUM
EXTRA SMALL PODIUM
TRAVEL RETAIL PODIUM
WINDOW

PERFUMERY

ENDCAPS
TABLES
SHELVING
CASELINE

INSTITUTIONAL ANIMATION

BACKWALL
HEAD OF GONDOLA

POS OFFERING

ANCILLARIES DISPLAY
COUNTER TESTER UNITS
CLADDING
IMMERSIVE DISPLAY
PLATINE INSERT

CONTACTS



HEAD OF GONDOLA

PLATINE INSERT

