



**2013 PAVE Student Design Competition
VISUAL MERCHANDISING DESIGN CATEGORY**

Sponsored by

SEPHORA

About Sephora

Sephora is the leading chain of perfume and cosmetic stores in France and the second in Europe. There are over 1,600 Sephora stores in 27 different countries, and over 340 of those have opened in North America since the first US store opened in 1998 in New York.

Sephora is the originator of the open sell prestige cosmetics model, which affords clients the ability to test and access any product in the assortment. Across the categories of Makeup, Fragrance and Skincare, brands are presented within a unified Sephora-driven presentation format so as to enable cross shopping, and clients are encouraged to touch and test all products. That point of differentiation is an essential part of our retail proposition and brand essence, and has proven effective in enabling clients to explore the complete range of brand offerings by category.

In complement to this interactive and unified presentation of each of the brands in Sephora's product mix, clients are guided through each world's products with anchor presentations. These presentations highlight trends, explain how to combine products to customize a makeup look or skincare regimen, and bridge into potential service consultations or class registrations with our cast of experts. While much success has come from the breadth of products offered to clients, we have also discovered that the candy-store effect can also be overwhelming. Clients love the access and choice, but frequently crave guidance to hone their selections. So balancing bounty with points of access is key to navigating our stores and assortments. Sephora aims to serve as a beauty editor, offering a vast array of products, but providing a curated point of view that helps each client delve into the selection best suited for her.

THE VISUAL MERCHANDISING CHALLENGE

The brand has a strong market presence in Makeup, Skincare and Fragrance, but is looking to expand and elevate its Hair presentation. Currently, Hair products are merchandised as a subset of Skincare. The ambition is to create a more customized presentation to highlight Prestige Hair Care as its own category, of equal prominence to other main categories. This challenge is to design a suite of fixtures and merchandising signatures that build upon the core presentation formula of the total store, yet create a suitably distinct voice for Hair. These fixtures and merchandising signatures should be conceived for immediate implementation.

Hair Care products are primarily sold by either mass merchants or through boutique presentations in styling salons. Sephora wants to create its presentation in keeping with how the brand has succeeded in other categories. The product mix will not attempt to compete with masses of shampoo offerings or to carry every possible brand. Instead, the approach is to feature hair styling as the final step in your beauty regime and to present a very curated assortment of products and brands, each differentiated in its own manner.

The Hair Care area will be led with a focus on styling trends. Rotating several times annually, trend looks and the products used to create them, regardless of the brand, will be pulled together by theme. For instance, if "beachy waves" are the look for summer, Sephora will expose clients to the various ways that look can manifest, offering merchandised presentations of products across brands that help customize the look for each client.

A carefully selected offering of the most innovative hair styling tools will also anchor the presentation. The ability to distinguish each product's attributes and benefits will be essential. Sephora sees this as analogous to the way technology-driven brands feature their products.

In its role as beauty editor, Sephora creates "Sephora's Favorites" and may create a highlight area for Hair Care treatments to feature the most innovative products targeted to specific hair care concerns such as addressing dry hair, straightening, and curling.

Individual brand presentations will complete the department. Each brand should be presented within a flexible and interchangeable system, as with the other areas of the store, but presentation elements should aid in highlighting the unique character and offerings of each brand.

The collective square footage for the fixture grouping should be 500 – 600 sq. ft., with a malleable footprint that enables the fixtures to situate into a variety of spatial conditions. The fixturing suite should be unified in language, but may articulate through a range of elements and presentation methods. Modularity is essential, as is solving for the challenges of presenting small-scaled products in an organized and inviting way. The See-Try-Buy model at the heart of the Sephora store concept must be inherent in all presentation solutions.

Sephora will supply the approved corporate logo, as well as its brand mark and red Pantone match, The Flame. The Sephora name is derived from the fusion of the Greek god Sappho with the biblical figure Zipporah, and the Flame is the representation of her enduring spirit. Along with the word mark and Flame, Sephora's black and white stripes are a globally iconic branding element, used with purpose as part of the storefront architecture. Derivations and references to these brand codes may be considered in the design of the fixturing programs, but should be treated with a level of sophistication. Sephora stores are black and white, with judicious use of red accents. Color may be introduced through graphics or visual merchandising, but all store fixture elements must adhere to this branded color palette. Complementary metal finishes are permitted, as are variations in the materiality and proportional relationship of the brand colors.

GENERAL REQUIREMENTS

- Create a fixture and visual merchandising formula to convey hair trends and feature associated product SKUs. Include photography, and integrate additional visual elements to support the storytelling. The presentation should be easily updated and reconfigured to a variety of trends and a range of product density.
- Create an anchor presentation to feature products by hair care concern, taking inspiration from the "Sephora's Favorites" presentations elsewhere in the store. The presentation must group a like number of products underneath headings by use. It must include communication explaining the concern and enabling a comparison between the featured products within each subcategory.
- Create a Hair Tools presentation that displays a range of styling tools. The presentation needs to facilitate the client's ability to touch the product, communicate its features and benefits as well as the types of styling looks that can be achieved using the tool, and house sellable stock.
- Create a visual merchandising formula for the core hair care brands' presentations. The solution needs to be flexible to present multiple brands using the same base componentry and should be merchandised to show how three or four brands could feel unified within the store, but distinct relative to one another. Hierarchy of messaging will start with the brand's name and a statement of the brand positioning. Then the visual merchandising presentations should enable easy and clear navigation of the ranges of sub-products within each brand's assortment. There should be a commonality to how each brand is presented, with brand identity expressed through a series of interchangeable elements.
- Consider how trial and experimentation integrates throughout the overall zone, studying the idea of a styling or treatment bar, ways clients can experiment with looks and products on their own and/or engage with a Sephora cast member for a consultation.
- Consider how technology and more virtual forms of interactivity might integrate meaningfully into the presentation experience.
- Throughout the Hair zone, carefully consider the balance and interrelationship of fixture components, visual merchandising methods and graphic devices to create a well-integrated program. Messaging and product clarity is essential in making the holistic area compelling and meaningful for the client, as is the ability to easily shop the fixtures and merchandising stories individually and as a whole.
- Material indications should be indicated, as well as scale, dimensions, and functionality.

PRESENTATION REQUIREMENTS AND FORMAT

- Each entry should be submitted in an **8-1/2 x 11 bound booklet**, not to exceed 12 pages.
- The design may be hand-drawn, rendered, photographic, and/or computer-generated.
- Students also must submit a copy of their design in PDF format entry on a CD. A PDF version of the booklet is also required.
- The submission should address the general requirements above at a scale and composition determined by the student. A written concept statement limited to two paragraphs must highlight the unique fixture design, the rationale for design decisions, material selections, and the demographic for whom the design was made.

GENERAL INFORMATION AND ENTRY REQUIREMENTS

- This competition is open to undergraduate college students only.
- Students may only enter ONE category; either the visual merchandising category or the store design category. The student's name and school name is not to be visible anywhere on the presentation pages or cover.
- Each entry must include an entry form and disclaimer clipped to the back of the entry.
- Each entrant must complete and submit an online copy of the entry form as well.
- Students must also submit a copy of their entry on a CD or DVD in a PDF format with the entry. Please make sure to label the CD, or DVD.
- Students are advised to keep a copy of their entries, as entries will not be returned.

Entries must be received by 5:00 p.m. Pacific time on Tuesday, Oct. 29, 2013.

Sephora

PAVE Entries Attn: Paul Loux & Hillary Washington

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