

KIEHL IS HONORED BY OUR NATION
WE ARE ACCEPTED INTO THE NATIONAL MUSEUM
SMITHSONIAN INSTITUTION
THE NATIONAL MUSEUM OF HISTORY AND TECHNOLOGY
WASHINGTON, D.C. 20560
FOR CENTURY LONG CONTRIBUTION
HEALTH AND MEDICAL TECHNOLOGY OF
July 10, 1979
THE GREAT NATION



Kiehl Pharmacy Established 1851

KIEHL'S x SEPHORA VELIZY
DMI – 2020.10.13

*105 Third Avenue, Cor. 13th Street
Phone Stuyvesant 3061 New York*





KIEHL PHARMACY
AND DRUGGISTS
NEW YORK

Internal use



KIEHL PHARMACY
AND DRUGGISTS
NEW YORK

Internal use



KIEHL PHARMACY
AND DRUGGISTS
NEW YORK

Internal use

TOP 8



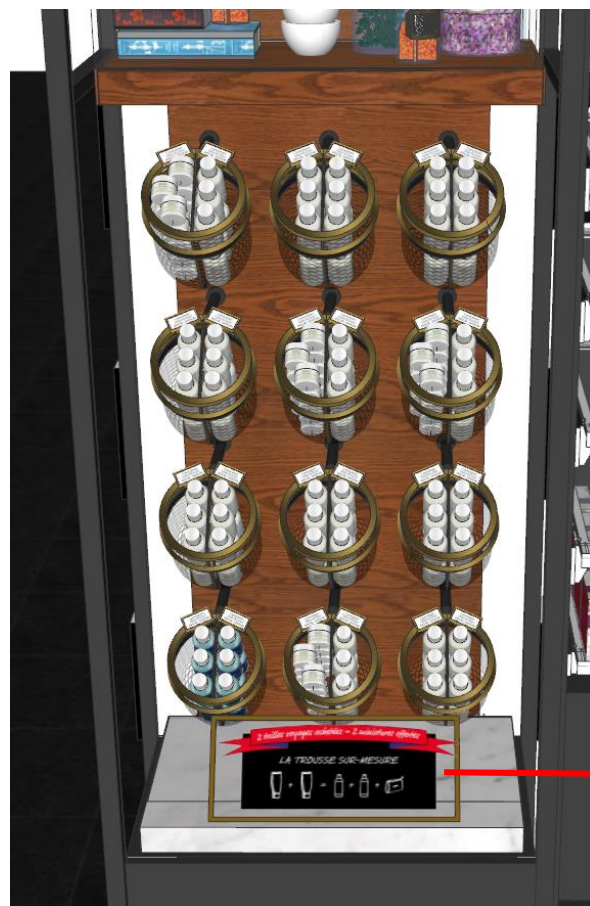
BTG



KIEHL PHARMACY
AND DRUGGISTS
NEW YORK

Internal use

Backwall BTG



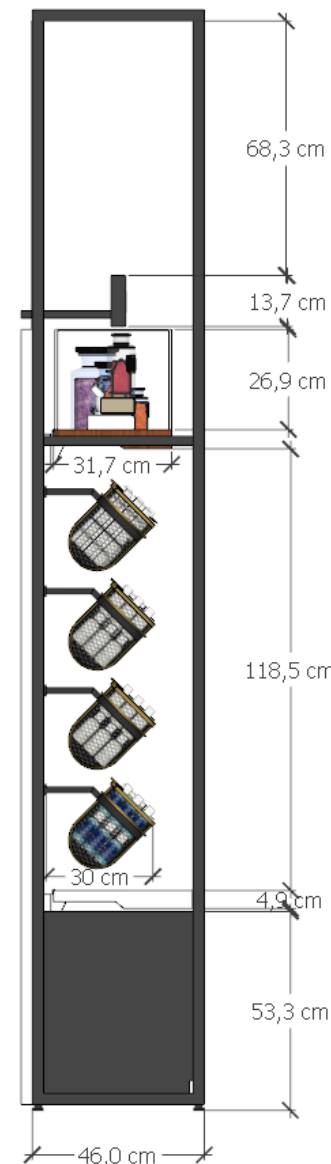
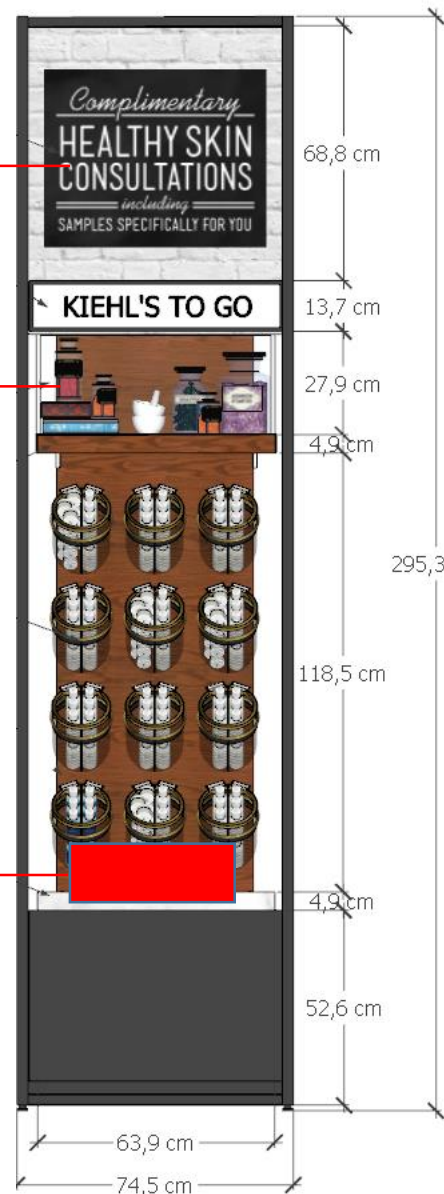
1 – Visual to highlight
BeautyTo Go Product
offer

2 - Props

3 – Visual explaining the
offer

PICK & MIX

Qualifier = Buy 3 travel
Size (among assortment)
get 2 Dlx + 1 clear pouch
How can we illustrate ?



BTG Assortment

ULTRA FACIAL CLEANSER 75ml
RARE EARTH CLEANSER 75ML
CALENDULA CLEANSER 75ML
MRC CLEANSING OIL 85ML
CUCUMBER CLEANSER 75ML
ULTRA FACIAL TONER 75ML
ULTRA FACIAL CREAM 28ML
MID REC CNC 15ML
DAILY REVIV CONC 15ML
RARE EARTH MASQUE 28ML
GINGER LEAF OVRNIGHT MASK 28ML
AVOCADO MASK 25G
CalendAloe Hyd. Masque J28ml
CRANBERRY SEED MASQUE 28ML
BUTTERMASK FOR LIPS 10G
LIP BALM #1 15ML
DERM SOL HYDROPLUMP 15ML
PSLRC 15ML
ULT STRNGTH HAND SALVE 75ML

Mural TOP 8

TOP 8 Assortment

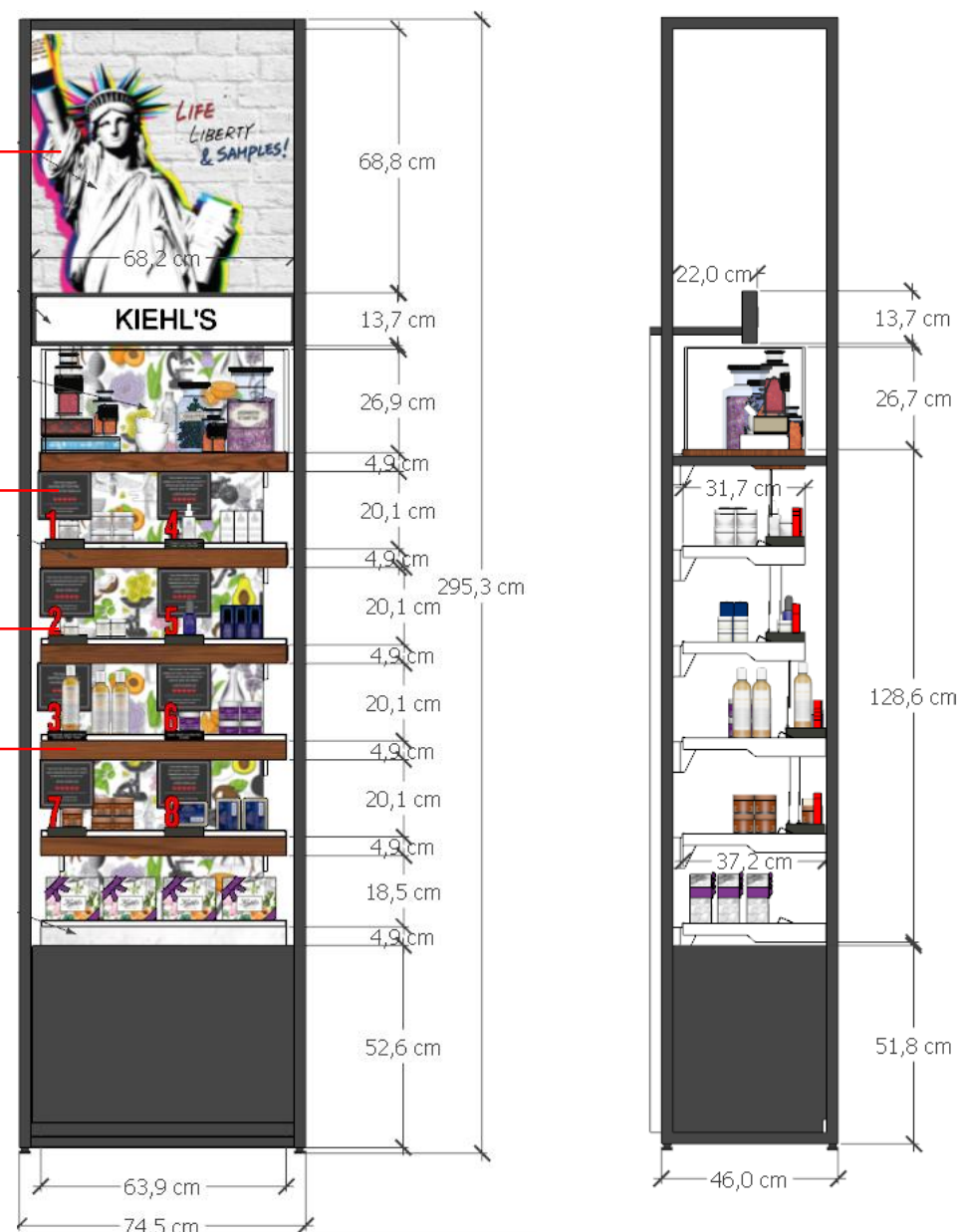
CALENDULA FOAMING WASH 230ML – TOP5
ULTRA FACIAL CREAM 50ML – TOP 1
SUPER MULT CORRECTIVE CRM 50ML – TOP 6
MRC 50ML – TOP 2
VISIBLY VIBRANT SERUM 50ML – TOP 7
AVOCADO EYE 28G – TOP 3
RARE EARTH PORE CLNSNG MASQUE 125ML – TOP 8
PSLRC 50ML – TOP 4

1 – Visual to illustrate the NYC spirit / origins + free Sampling

2 – Glorifiers visuals

3 – Props or element to highlight naturality on glorifier close to the tester

4 – Shelfnoses print



Gondola

« Niche - Display »
UFC

« Niche - Display »
DERM (Hydro / PSLRC / CCDS)

« Main Visual »
UFC

« Small visual Box »
ULTRA FACIAL FRANCHISE
(UFC + UFOB)

« Small visual Box »
OTHER CLEANSERS
& TONERS

« Small visual Box »
MASKS & Eyes
Products

« Main Visual »
DERM SOLUTIONS
(HYDRO / PSLRC / CCDS)

« Small visual Box »
ANTI AGING
(SMC / SS / PV)

« Small visual Box »
FACIAL OILS
(MRC / DRC / HEMP)

« Small visual Box »
OTHER DERM
(Centella / UV / ACNE)



Perso soin 2.0 - C2 gondola - STANDARD STORES



1 SEPHORA'S CATEGORICAL SIGNAGE: CANNOT be customized

2 CUSTOMIZED BACKGROUND: Brand's customization with its own artwork

3 MAIN VISUAL: Brand's visual to highlight NOVELTIES or BEST-SELLER products that are displayed on the niche. Sephora provides the visual box.

4 NICHE: ONLY ELEMENT in this concept that is designed, developed and produced entirely by the brand according to our guidelines, to highlight a selection of the novelties or the best-selling products.

5 CUSTOMIZED STRIPES : Brand's customization according to our guidelines with our text: Either « NEW » or « BEST-SELLER »

6 OTHER COMMUNICATION STRIPES: Black stripes with white text in Sephora's font. Stripe holder is integrated in Sephora's furniture. Text can only indicate the benefit of the product lines.

7 SMALL VISUAL BOX: Provided by Sephora, MUST be placed at the beginning of each product line. It can't be placed on the right end of a shelf.

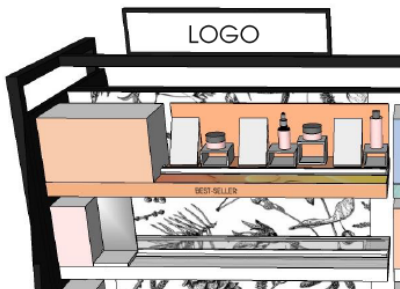
8 GLORIFIER: Provided by Sephora, can ONLY be used together with the small box on its right to highlight the tester of the best-selling product of the concerned product line.

Gondola Spec

Perso 2.0 - C2 GONDOLA

1 LOGO BOX: Produced by Sephora, unless indicated otherwise by the local teams / countries. Printing file will also be created by Sephora

NSC



L 601 mm

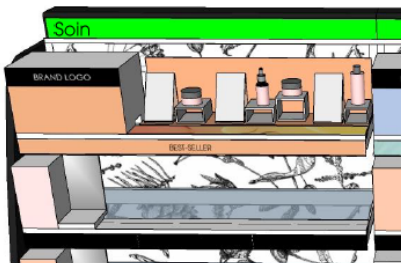
H 122 mm



Font: ITC avant-garde W1G Bk
Size: 135 pts
Letter-spacing between 20 and -20 pts
Text must be centered

Overall dimensions here above may differ slightly from one store to another, the printing files must be created by Sephora local teams

STANDARD STORES

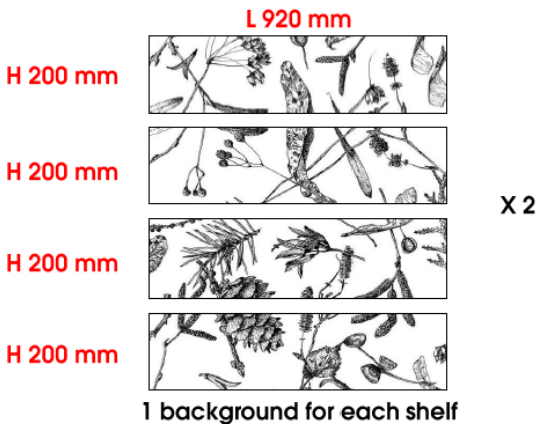
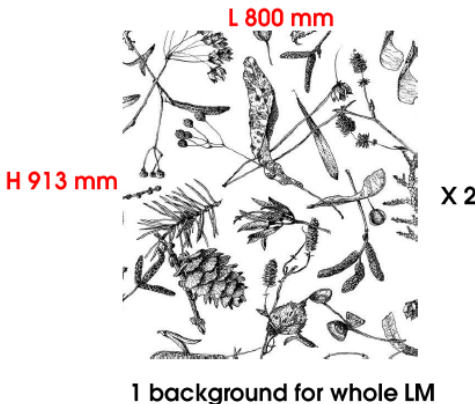
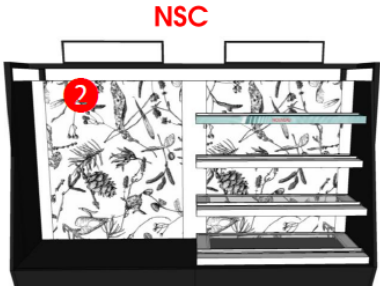


No brand logo box in standard store gondolas

Gondola Spec

Perso 2.0 - C2 GONDOLA

2 CUSTOMIZED BACKGROUND: Artwork of the brand, Produced by Sephora, unless indicated otherwise by the local teams / countries.
Printing file will also be created by Sephora



Gondola Spec

Perso 2.0 - C2 GONDOLA

3 MAIN VISUAL BOX: Box is provided by & the visual is produced by Sephora, unless indicated otherwise by the local teams / countries. 1 box / LM

NSC



L 300 mm

H 179 mm



Printing material: Duratrans

STANDARD STORES



L 300 mm

H 50 mm

H 129 mm



Printing material: Paper

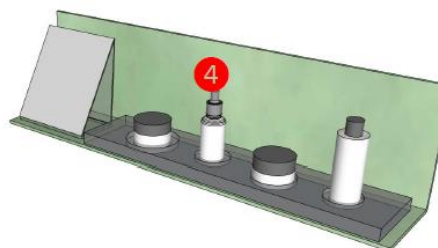
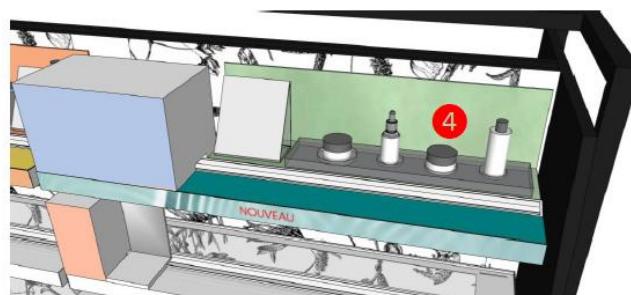
FONT: ITC avant-garde
SIZE: 63 pts
CAPITAL letters in WHITE,
CENTERED on black stripe

Gondola Spec

Perso 2.0 - C2 GONDOLA

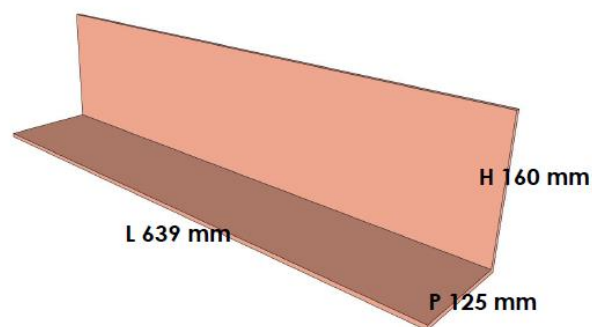
4 NICHE: Designed, produced and delivered by the brand. 1 Niche / LM

NSC & STANDARD STORES



The design on the left is just an example, you're free to come up with your own creative propositions. No matter how it's customized inside, the overall L form must be respected

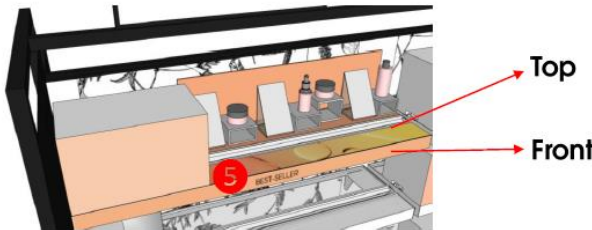
Durable and resistant materials are recommended as the niche is a permanent element (1 structural update / year max)



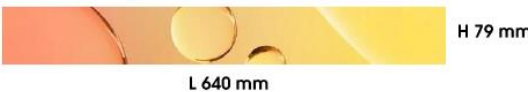
Perso 2.0 - C2 GONDOLA

5 CUSTOMIZED STRIPES: Produced by Sephora, unless indicated otherwise by the local teams / countries. Printing file will also be created by Sephora
1 customized stripe (top & front) / LM

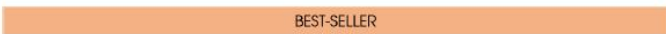
NSC



Top



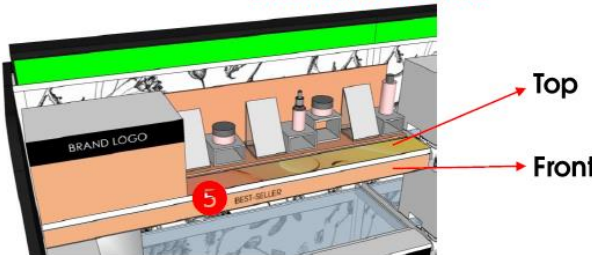
Front « BEST-SELLER » or « NEW »



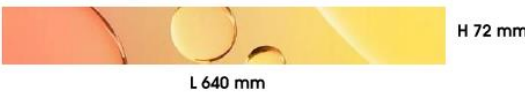
or



STANDARD STORES



Top



Front « BEST-SELLER » or « NEW »



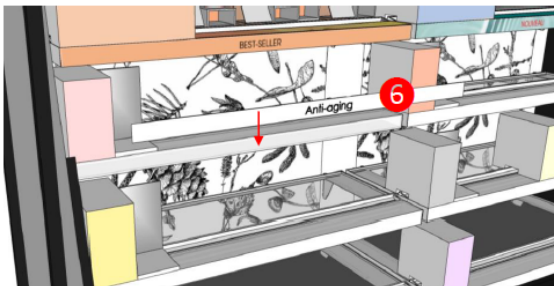
or



Perso 2.0 - C2 GONDOLA

6 OTHER STRIPES: Produced by Sephora, unless indicated otherwise by the local teams / countries. Printing file will also be created by Sephora.

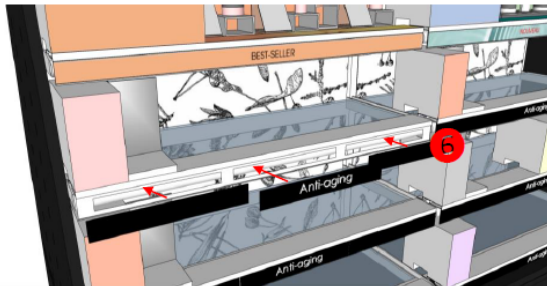
NSC



NOUVEAU	
	texte
	texte
	texte
L 940 mm	H40 mm

MATERIAL: Duratrans
TEXT: ITC avant-garde W1G Bk, 68 pts, centered
Max 3 texts per stripe and max 20 Letters per text

STANDARD STORES



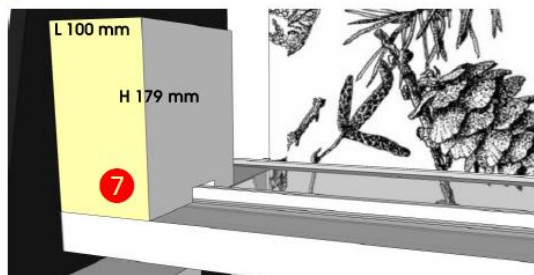
	NOUVEAU		
		texte	
		texte	
		texte	
L 312 mm	L 312 mm	L 312 mm	H42 mm

MATERIAL: PMMA with light diffusing colors
TEXT: ITC avant-garde W1G Bk, 68 pts, centered
Max 1 text & 20 letters per stripe

Gondola Spec

Perso 2.0 - C2 GONDOLA

7 SMALL VISUAL BOX: Box is provided by & the visual is produced by Sephora, unless indicated otherwise by the local teams / countries



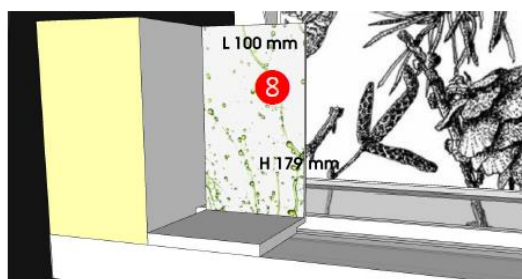
MANDATORY

Visual dimensions: H 179 X L 100 mm

Printing material: Duratrans for NSC, Paper for Standard stores

Max 4 per LM

8 GLORIFIER: Box is provided by & the visual is produced by Sephora, unless indicated otherwise by the local teams / countries



RECOMMENDED & CANNOT BE USED without the small box

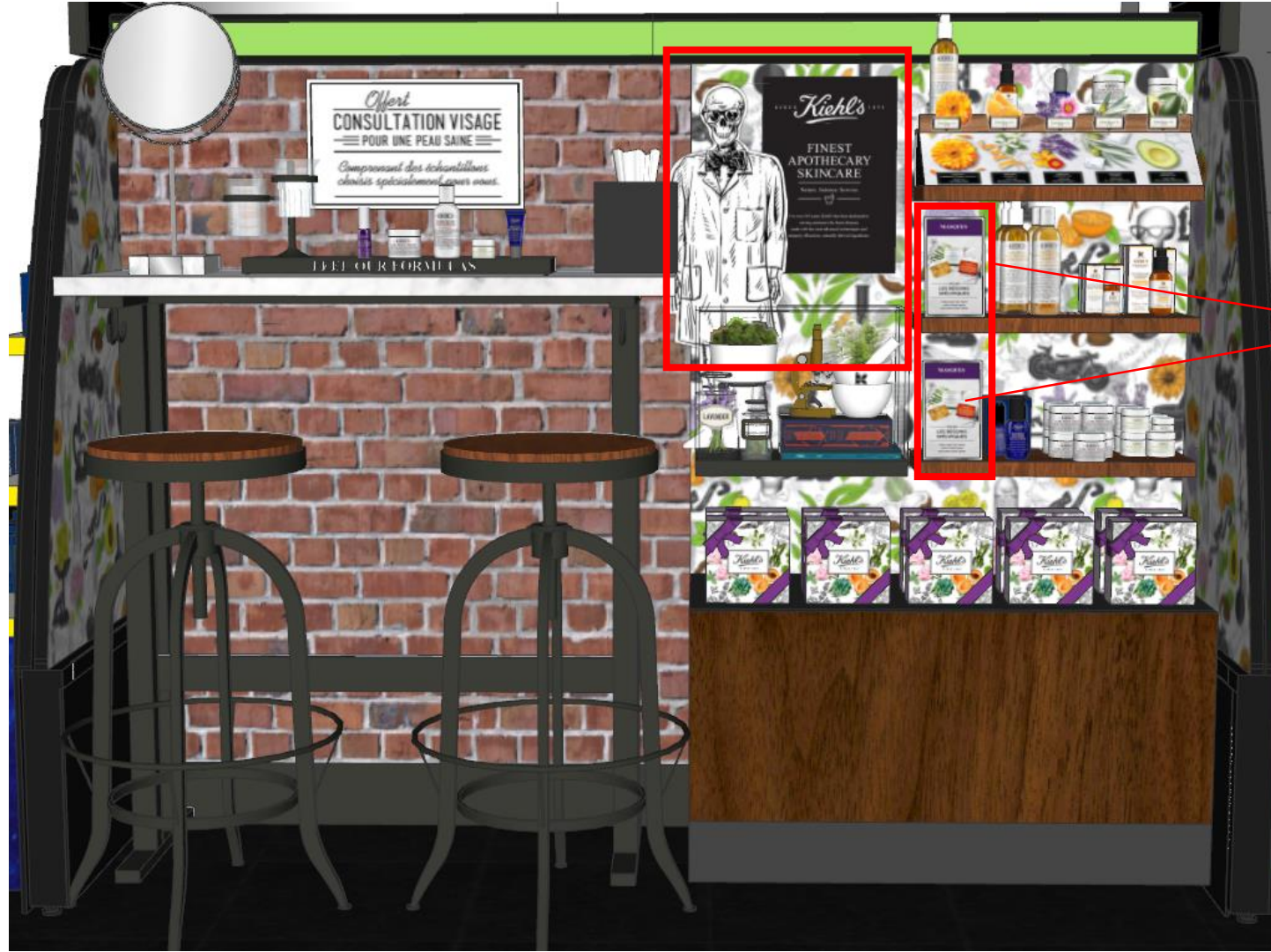
Visual dimensions: H 159 X L 100 mm (if not customized, mirror finishing)

Printing material: Paper

Max 2 per LM

Gondole

HD visual



VISUALS

KIEHL PHARMACY
AND DRUGGISTS
NEW YORK

Internal use

Permanent HOG - MRC



Animation HOG – Holidays with Limited Editions (Except Calendar)



KIEHL PHARMACY
AND DRUGGISTS
NEW YORK

Internal use