



BOBBY BROWN

OPEN SELL

PLANO GUIDELINE
SPRING 23

Retail | DESIGN
DEVELOPMENT
CENTER EMEA

ESTÉE
LAUDER
COMPANIES

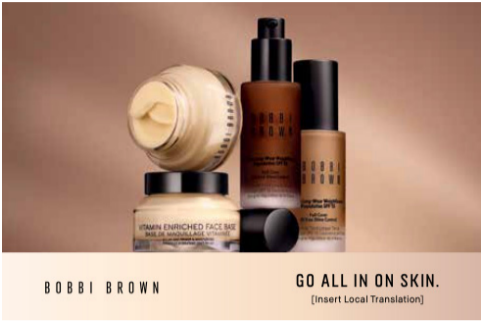
VISUALS FOR OS UNITS

VISUAL FOR LIGHTBOX



EXISTING

MODEL



EXISTING

PRODUCT

or

COMPLEXION



SKINCARE



VISUAL FOR COMPLEXION FOCUS



EXISTING

MODEL

VISUAL FOR LAUNCH UNIT NEWNESS



VISUAL FOR LAUNCH UNIT MINIS



EXISTING



NEW GONDOLA C1

PLANOGRAM

X11 TILES
X2 OS NEWNESS UPDATE

LOCAL PRODUCTION:
X9 COMMUNICATION BANDS + 2 OS NEWNESS COM BANDS


OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION

NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

LIGHTBOXES UPDATE:
NEWNESS VISUALS

COM BANDS UPDATE:
SAME AS FALL 22



H70R600001 : TEMPLT-OS SP23 GENERI
H704600001 : TEMPLT-OS SP23 VEFB
H705600001 : TEMPLT-OS SP23 LWCSS
H707600001 : TEMPLT-OS SP23 EXT LI



TEMPLATE MINIS :
ETGK60 / EX2K60



ER0G600001 /
ERXH600001
EWHX60001



ER0F600001 / ERXC600001 / EWHM600001

FOUNDATION MADE FOR SKIN



EX34600001



EX3C600001



HYJA600001



HYJC600001


EFFORTLESS COLORS LIPSTCKS



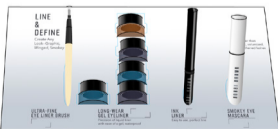
ENXF630001/
EXM600001



HYHY600001



HYJ2600001

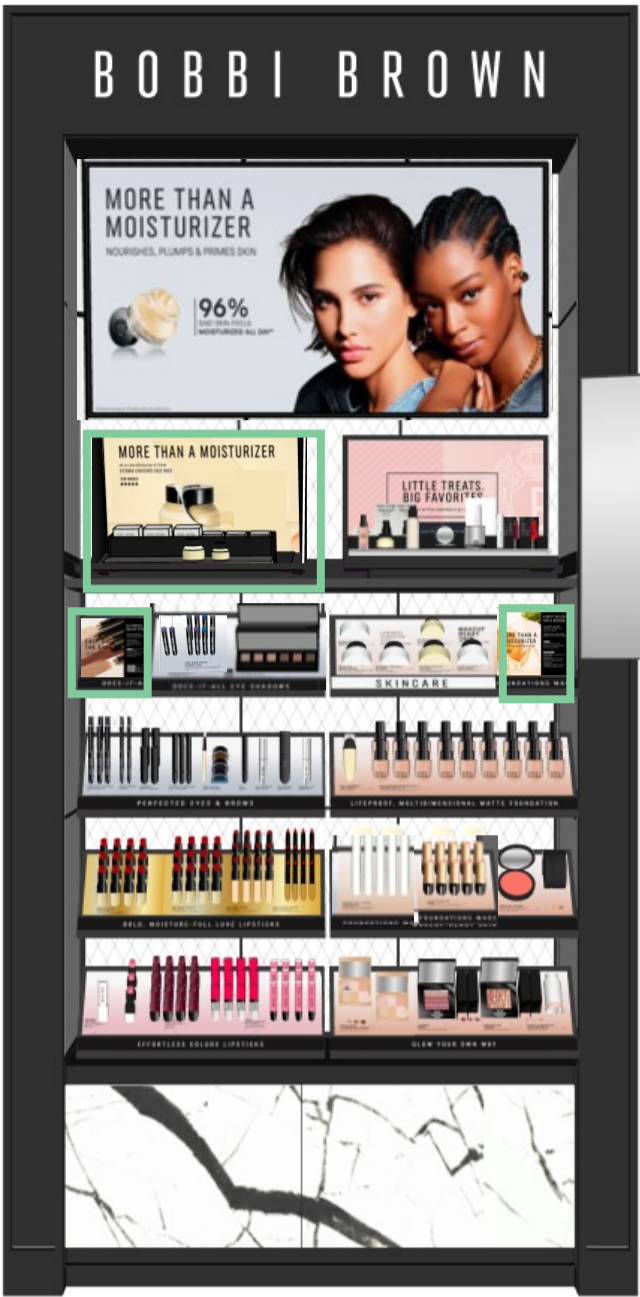


HYJ6600001

PERFECTED EYES & BROWS



ER0A600001 /
ERXG600001 /
EWHJ600001



BACKWALL SMALL MIN 1200MM PLANOGRAM

X16 TILES
2X OS NEWNESS UPDATE

LOCAL PRODUCTION:
- X1 LIGHTBOX VISUAL
- X2 OS NEWNESS UPDATE VISUALS
- X8 COMMUNICATION BANDS + 2 OS NEWNESS COM BANDS

OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION


NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION


TILES UPDATE:
- RE RUN VISUAL TILES : H6TA600001

LIGHTBOXES UPDATE:
NEWNESS VISUALS

COM BANDS UPDATE:
SAME AS FALL 22



H70R600001 : TEMPLT-OS SP23 GENERI
H704600001 : TEMPLT-OS SP23 VEFB
H705600001 : TEMPLT-OS SP23 LWCSS
H707600001 : TEMPLT-OS SP23 EXT LI



TEMPLATE MINIS :
ETGK60 / EX2K60



HYHX600001



H6TA600001

DOES-IT-ALL EYE SHADOWS



EWHP600001



EWHP600001



H6TA600001

SKINCARE



HYJ1600001



HYJ6600001

PERFECTED EYES & BROWS



ENXF790001 / ERY6600001

FOUNDATION MADE FOR SKIN



HYJ7600001



EW3R60001 / EWHG600001

BOLD, MOISTURE-FUL LUXE LIPSTICK



EX34600001



ENXF720001 / ERY0600001



ENXF620001 / ERXL600001

MAKEUP-READY SKIN



EX2T600001

EFFORTLESS COLORS LIPSTICKS

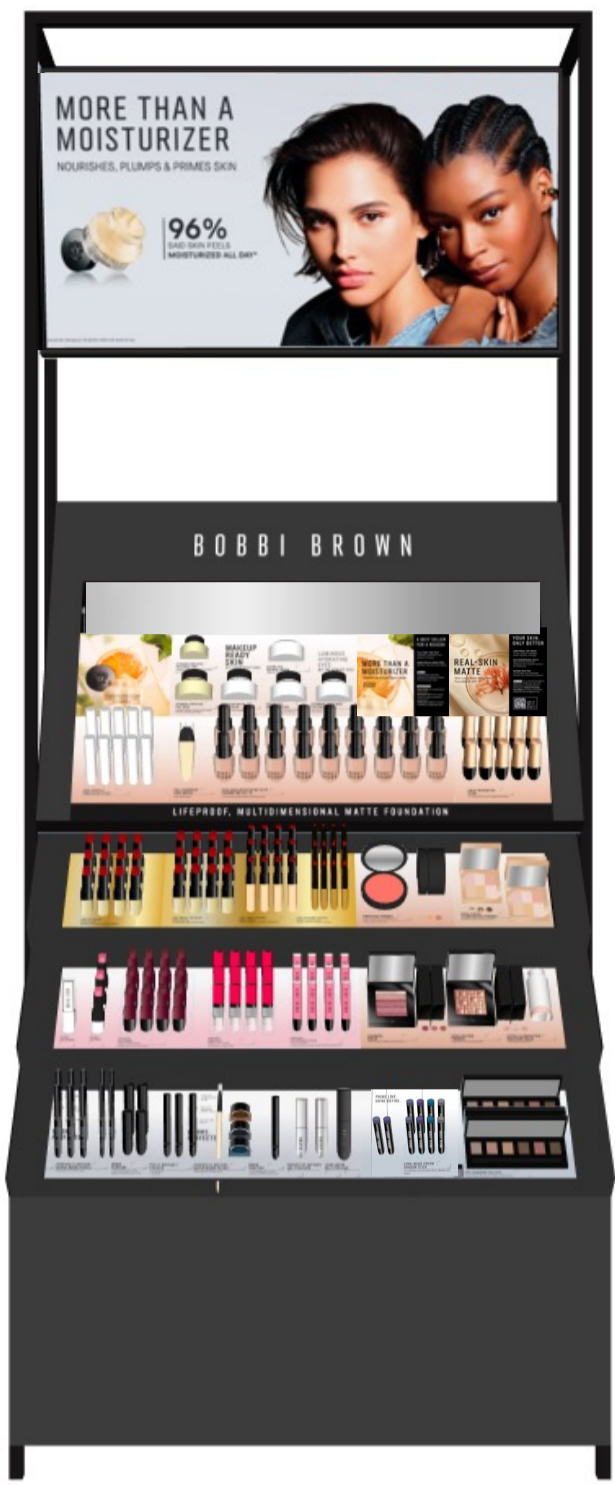


ENXF630001/ ERXM600001



ENXF730001 / ERY1600001

GLOW YOUR OWN WAY



RETAILER FORMAT

PLANOGRAM

X17 TILES




LOCAL PRODUCTION:
- LIGHTBOX VISUAL
- X1 COMMUNICATION BAND

TILES UPDATE:
- RE RUN VISUAL TILES : H6TA600001


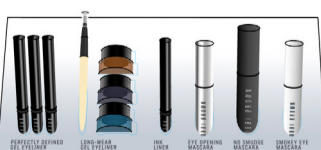

LIGHTBOXES UPDATE:
NEW MODEL COMPLEXION VISUAL
EVERGREEN VISUAL

COM BANDS UPDATE:
SAME AS FALL 22

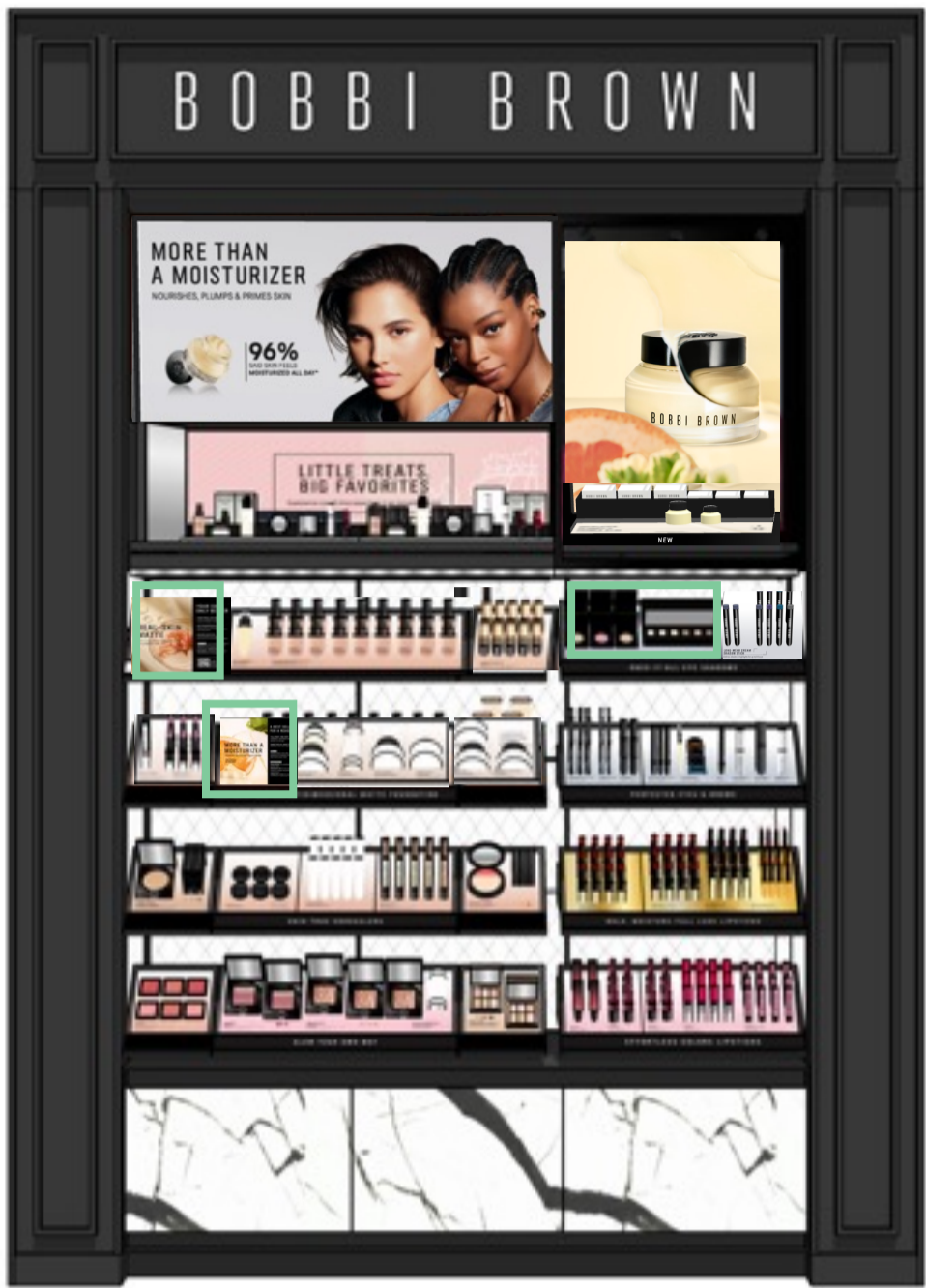
 <p>FULL PREP ONE STEP First primer and moisturizer to prep skin for makeup</p> <p>ERYC600001 / ENXF880001</p>	 <p>MAKEUP READY SKIN SKIN PERFECTOR WITH HYDRATING GEL</p> <p>EWHP600001</p>	 <p>LUMINOUS HYDRATING EYES FOR THE PERFECT EYES</p> <p>EWHR600001</p>	 <p>MORE THAN A MOISTURIZER Essential Skin Care</p> <p>H6TA600001</p>	 <p>REAL-SKIN MATTE Skin Look-Your-Skin Foundation SPF 25</p> <p>H6TA600001</p>
 <p>EX34600001</p>	 <p>ENXF790001 / ERY6600001</p>			 <p>ENXF720001 / ERY0600001</p>
LIFEPROOF, MULTIDIMENSIONAL MATTE FOUNDATION				

 HYJ7600001	 EW3R60001 / EWHG600001	 ENXF620001 / ERXL600001	 ENXF630001/ EXRM600001
---	--	---	--

 EX2T600001	 ENXF730001 / ERY1600001
---	--

 HYJ1600001	 HYJ6600001	 HYHX600001
---	--	---

BOBBI BROWN



BACKWALL MEDIUM MIN 1500MM

PLANOGRAM

X23 TILES
X2 OS NEWNESS UPDATE

- LOCAL PRODUCTION:
- X1 LIGHTBOXVISUAL
 - X2 OS NEWNESS UPDATE LIGHTBOXES VISUALS
 - X16 COMMUNICATION BANDS + 2 OS NEWNESS COM BANDS

OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION

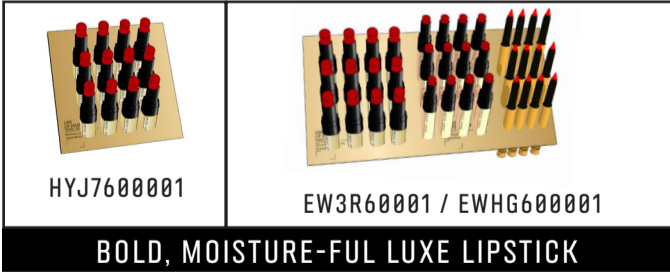
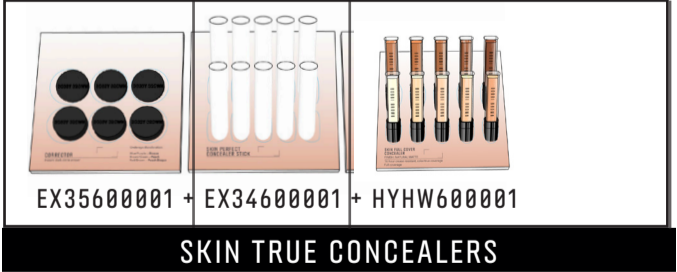
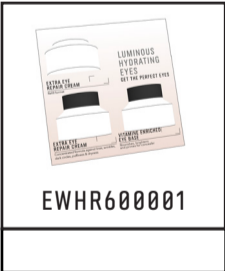
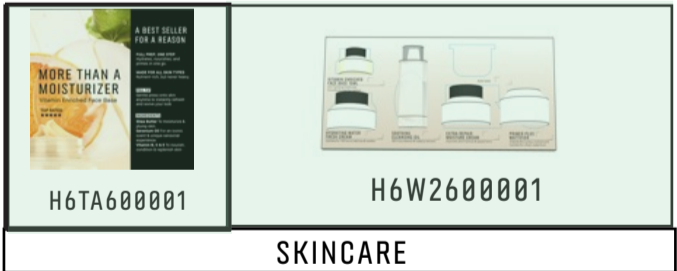
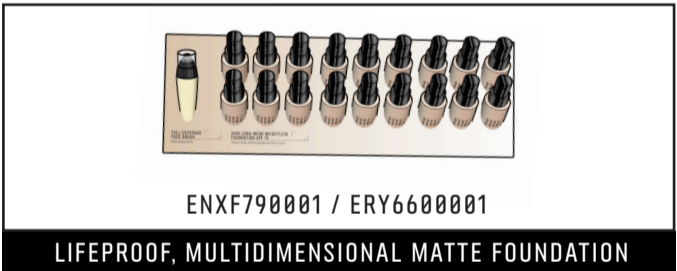
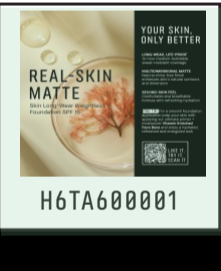
- NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
 - H704600001 : TEMPLT-OS SP23 VEFB
 - H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

- TILES UPDATE:**
- NEW SKINCARE: H6W2600001 (DISCO : EX37600001)
 - NEW EYE SHADOW: H6TT600001 (DISCO : HYJ5600001)
 - RE RUN VISUAL TILES : H6TA600001

LIGHTBOXES UPDATE:
NEW MODEL COMPLEXION VISUAL
EVERGREEN VISUAL

COM BANDS UPDATE:
SAME AS FALL 22





GONDOLA 1880MM NEW PLANOGRAM

X21 TILES
X2 OS NEWNESS UPDATE

LOCAL PRODUCTION:
- X1 NEW COMPLEXION TOPPER
- X2 OS NEWNESS VISUALS
- X13 COMMUNICATION BANDS + 2 OS NEWNESS COM BANDS

OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION

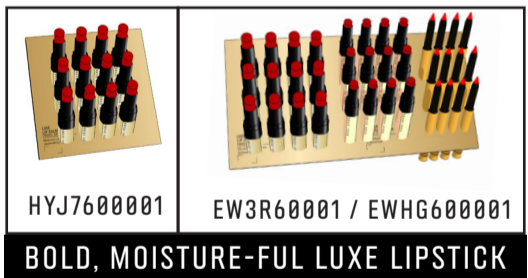
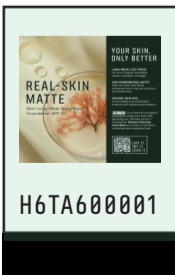
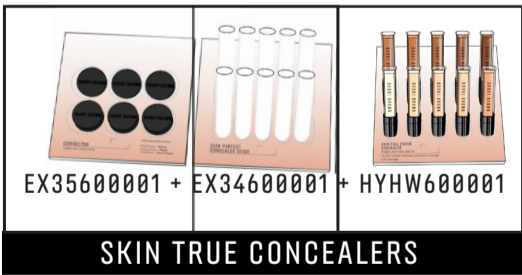
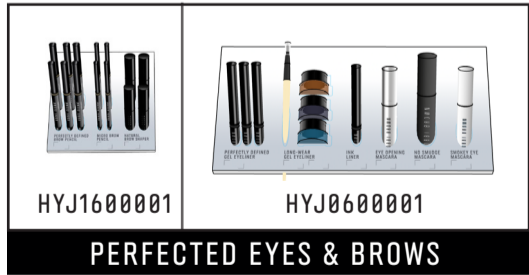
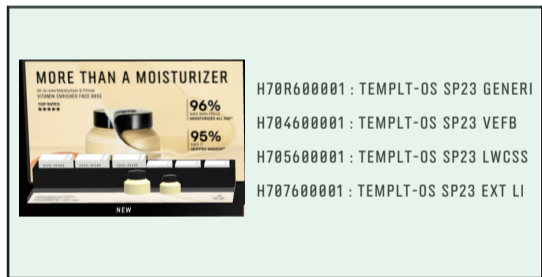
NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

TILES UPDATE:
- NEW SKINCARE: H6W2600001 (DISCO : EX37600001)
- NEW EYE SHADOW: H6TT600001 (DISCO : HYJ5600001)
- RE RUN VISUAL TILES : H6TA600001

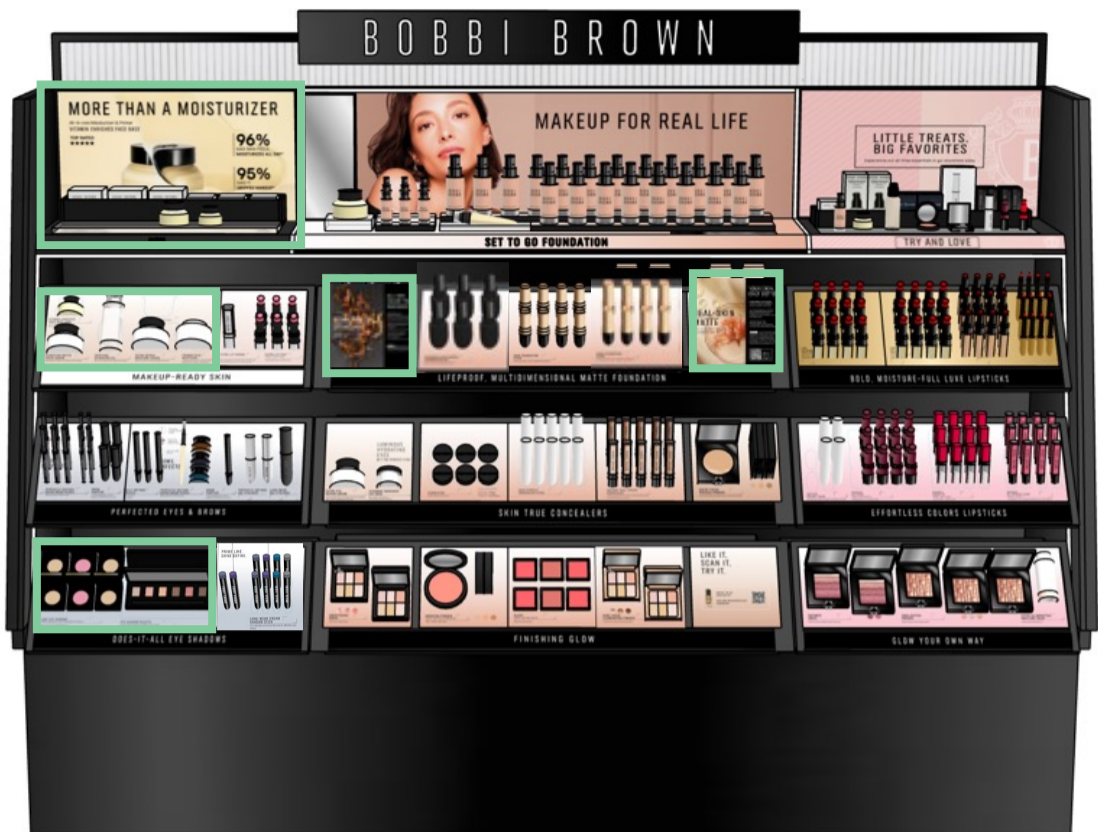
LIGHTBOXES UPDATE:
MODEL COMPLEXION VISUAL
EVERGREEN VISUAL

COM BANDS UPDATE:
SAME AS FALL 22



GONDOLA 1880MM NEW WITH EXTENDED LINE-UP

PLANOGRAM



X26 TILES
X2 OS NEWNESS UPDATE

LOCAL PRODUCTION:
- X1 NEW COMPLEXION FOCUS
- X2 OS NEWNESS UPDATE VISUALS
- X15 COMMUNICATION BANDS + 3 OS NEWNESS COM BANDS

OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION

NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

TILES UPDATE:
- NEW SKINCARE: H6W2600001 (DISCO : EX37600001)
- NEW EYE SHADOW: H6TT600001 (DISCO : HYJ5600001)
- RE RUN VISUAL TILES : H6TA600001

LIGHTBOXES UPDATE:
MODEL COMPLEXION VISUAL
EVERGREEN VISUAL

COM BANDS UPDATE:
SAME AS FALL 22

<p>H70R600001 : TEMPLT-OS SP23 GENERI H704600001 : TEMPLT-OS SP23 VEFB H705600001 : TEMPLT-OS SP23 LWCS H707600001 : TEMPLT-OS SP23 EXT LI</p>	<p>COMPLEXION FOCUS UNIT - LOCAL PRODUCTION 20X SKIN LONG-WEAR WEIGHTLESS FOUNDATION: EGXR17 + MINI SLWWF 15 ML: ERE0 1 VITAMIN ENRICHED FACE BASE: E1LM01 / 1 FULL COVERAGE FACE BRUSH: E96N01</p>	<p>TEMPLATE MINIS : ETGK60/ EX2K60</p>
<p>H6W2600001</p> <p>EX3C600001</p> <p>SKINCARE</p>	<p>H6TA600001</p> <p>ENXF900001 / ERYE600001</p> <p>ENXF720001 / ERY0600001</p> <p>ENXF720001 / ERY0600001</p> <p>H6TA600001</p> <p>LIFEPROOF, MULTIDIMENSIONAL MATTE FOUNDATION</p>	<p>HYJ7600001</p> <p>EW3R600001 / EWHG600001</p> <p>BOLD, MOISTURE-FUL LUXE LIPSTICK</p>
<p>HYJ1600001</p> <p>HYJ0600001</p> <p>PERFECTED EYES & BROWS</p>	<p>EWHR600001</p> <p>EX35600001 + EX34600001 + HYHW600001</p> <p>ERY5600001</p> <p>SKIN TRUE CONCEALERS</p>	<p>HYJ8600001</p> <p>HYJ9600001</p> <p>EFFORTLESS COLORS LIPSTICKS</p>
<p>H6TT600001</p> <p>HYHY600001</p> <p>DOES-IT-ALL EYE SHADOWS</p>	<p>HYJ4600001</p> <p>ENXF620001 / ERXL600001</p> <p>ENXF610001 / ERXK600001</p> <p>ENXF630001 / ERXM600001</p> <p>ERYC600001 / ENXF880001 / EX2M600001</p> <p>FINISHING GLOW</p>	<p>ENXF740001 / ERY2600001</p> <p>GLOW YOUR OWN WAY</p>

NEW BACKWALL LARGE MIN 2000MM

PLANOGRAM

X31 TILES

X2 OS NEWNESS UPDATE

LOCAL PRODUCTION:

- X1 COMPLEXION FOCUS
- X2 OS NEWNESS VISUALS
- X17 COMMUNICATION BANDS
- X2 LIGHTBOX VISUALS

OS LAUNCH UNITS UPDATE:

TEMPLATE MINI: ETGK600001 / EX2K600001

VISUAL MINI: LOCAL PRODUCTION

NEWNESS TEMPLATES:

- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

TILES UPDATE:

- NEW SKINCARE: H6W3600001 (DISCO : EX3E600001)
- NEW EYE SHADOW: H6TT600001 (DISCO : HYJ5600001)
- RE RUN VISUAL TILES : H6TA600001

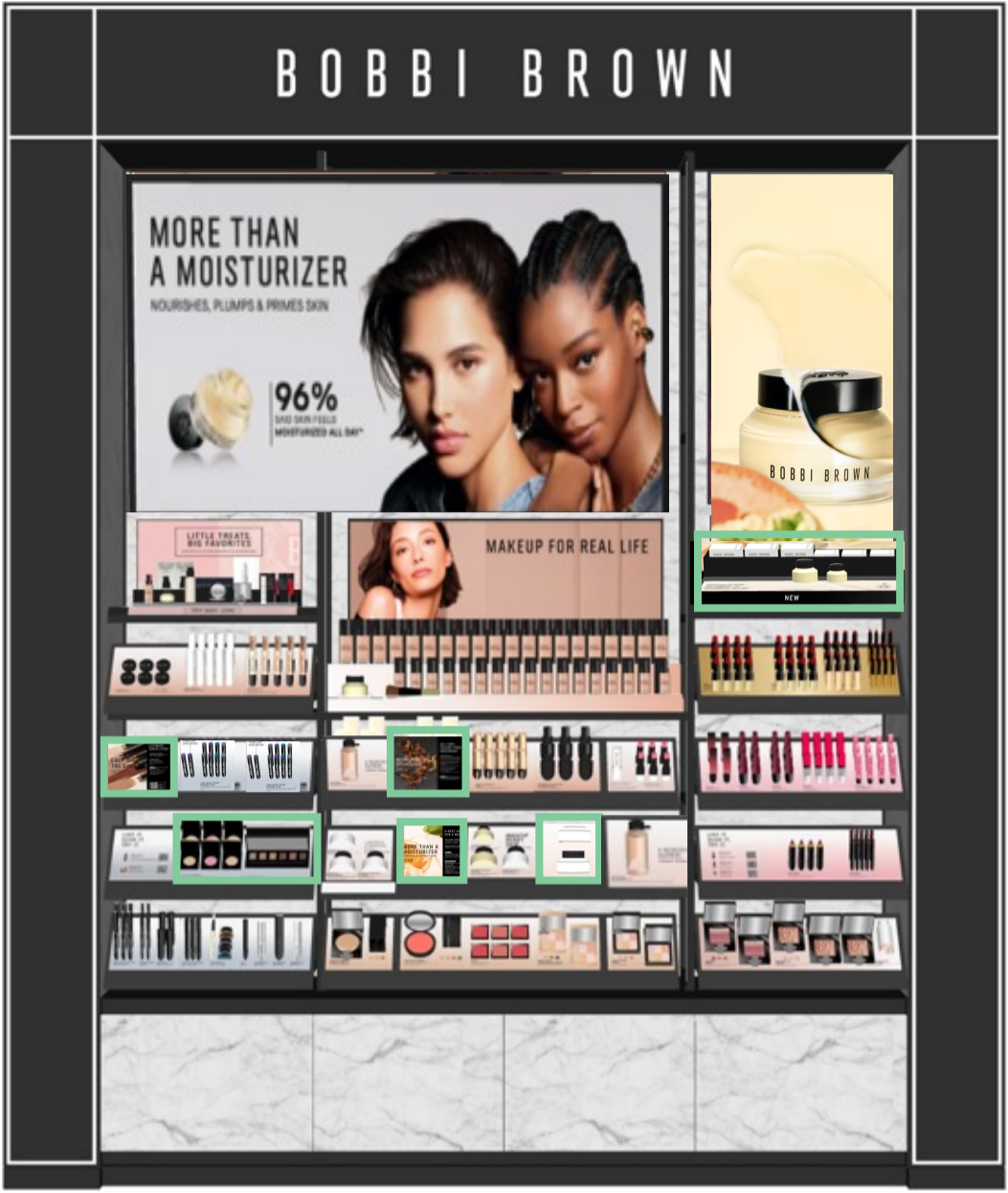
LIGHTBOXES UPDATE:

MODEL COMPLEXION VISUAL

EVERGREEN VISUAL

COM BANDS UPDATE:

SAME AS FALL 22



TEMPLATE MINIS :
ETGK60/ EX2K60



EX35600001 + EX34600001 + HYHW600001

SKIN TRUE CONCEALERS



H6TA600001

HYHY600001

HYHY600001

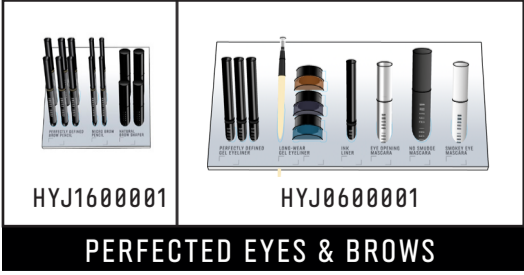
DOES-IT-ALL EYE SHADOWS



EX2M600001

H6TT600001

DOES-IT-ALL EYE SHADOWS



HYJ1600001

HYJ0600001

PERFECTED EYES & BROWS



COMPLEXION FOCUS UNIT - LOCAL PRODUCTION

20X SKIN LONG-WEAR WEIGHTLESS FOUNDATION: EGXR17

21X MINI SKIN LONG-WEAR WEIGHTLESS FOUNDATION 15ML : ERE0

1 VITAMIN ENRICHED FACE BASE: E1LM01 / 1 FULL COVERAGE FACE BRUSH: E96N01



EX3A600001

H6TA600001

ENXF720001 /
ERY0600001

ENXF900001/
ERYE600001

FOUNDATIONS MADE FOR SKIN



EWHR600001

H6TA600001

EWHP600001

H6W3600001

EX3A600001

SKINCARE



ERY5600001

ENXF620001 /
ERXL600001

ENXF610001 /
ERXK600001

ENXF630001/
ERXM600001

FINISHING GLOW



H70R600001 : TEMPLT-OS SP23 GENERI

H704600001 : TEMPLT-OS SP23 VEFB

H705600001 : TEMPLT-OS SP23 LWCSS

H707600001 : TEMPLT-OS SP23 EXT LI



HYJ7600001

EW3R600001 / EWHG600001

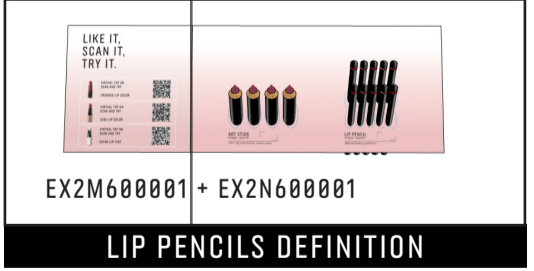
BOLD, MOISTURE-FULL LUXE LIPSTICK



HYJ8600001

HYJ9600001

EFFORTLESS COLORS LIPSTICKS



EX2M600001 + EX2N600001

LIP PENCILS DEFINITION



ENXF740001 / ERY2600001

GLOW YOUR OWN WAY

BOBBI BROWN

NEW BACKWALL LARGE MIN 2000MM WITH EXTENDED LINE-UP

PLANOGRAM

X36 TILES
X2 OS NEWNESS UPDATE

LOCAL PRODUCTION:
- X1 COMPLEXION FOCUS
- X2 OS NEWNESS VISUALS
- X20 COMMUNICATION BANDS
- X2 LIGHTBOX VISUALS

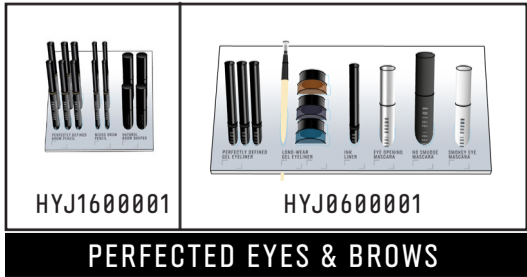
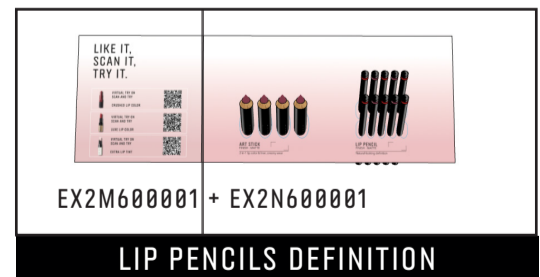
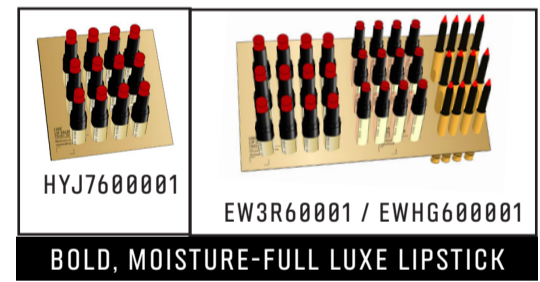
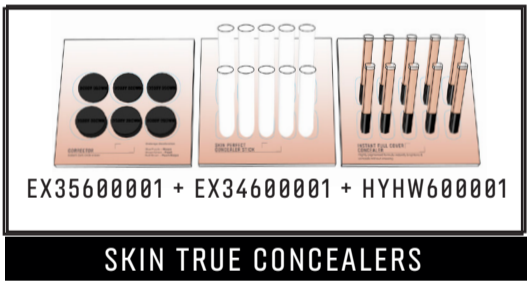
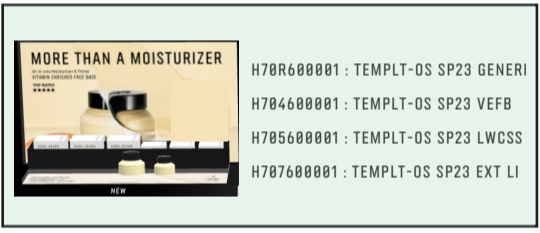
OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION

NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

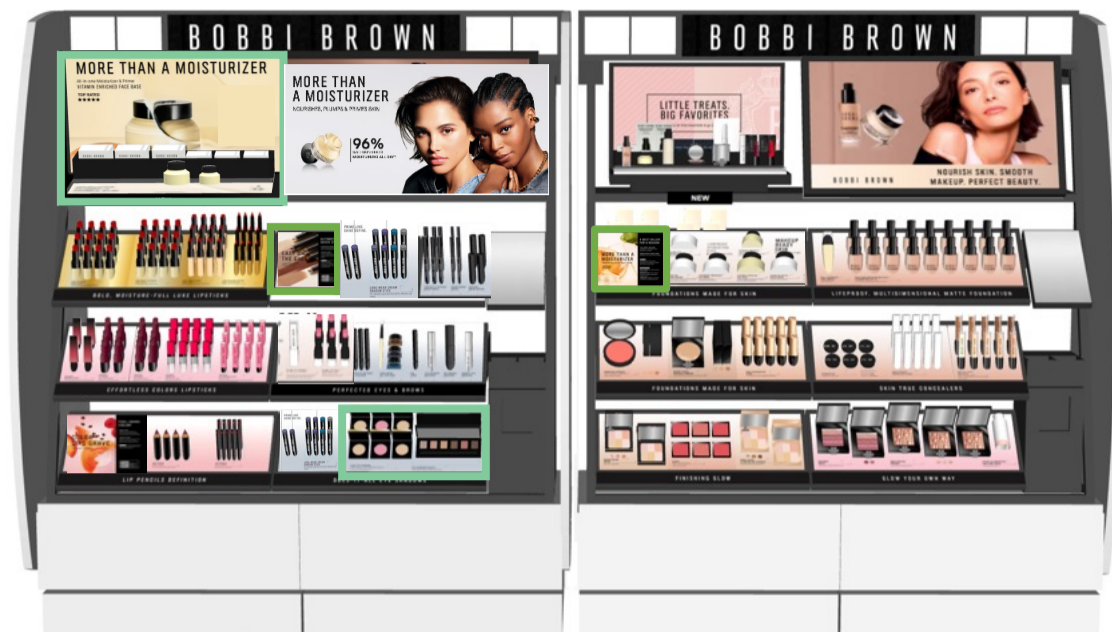
TILES UPDATE:
- NEW SKINCARE: H6W3600001 (DISCO : EX3E600001)
- NEW EYE SHADOW: H6TT600001 (DISCO : HYJ5600001)
- RE RUN VISUAL TILES : H6TA600001

LIGHTBOXES UPDATE:
MODEL COMPLEXION VISUAL
EVERGREEN VISUAL
COM BANDS UPDATE:
SAME AS FALL 22



BOBBI BROWN

GONDOLA DOUBLE SIDED PLANOGRAM



X27 TILES
X2 OS NEWNESS UPDATE

LOCAL PRODUCTION:
- X2 VISUALS LIGHTBOX
- X2 OS NEWNESS VISUALS
- X12 COMMUNICATION BANDS

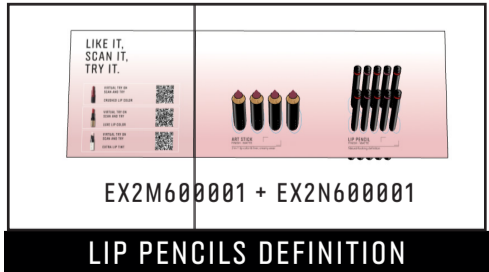
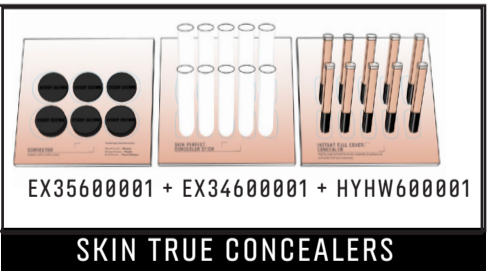
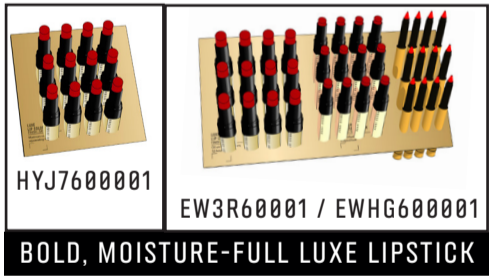
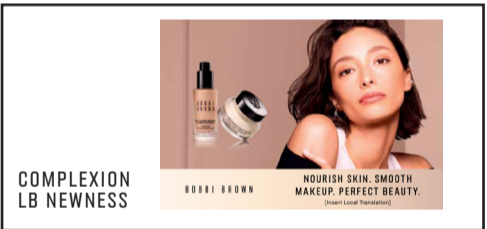
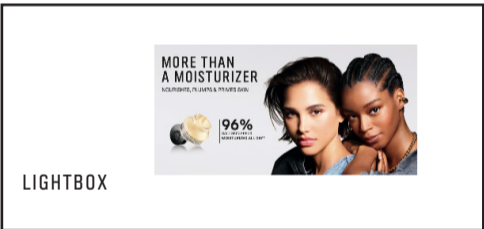
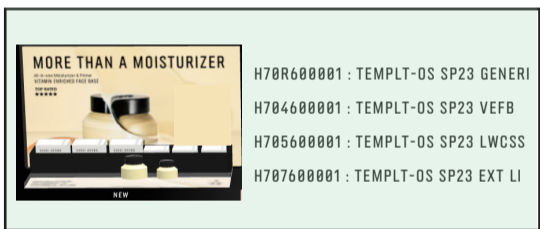
OS LAUNCH UNITS UPDATE:
TEMPLATE MINI: ETGK600001 / EX2K600001
VISUAL MINI: LOCAL PRODUCTION

NEWNESS TEMPLATES:
- H70R600001 : TEMPLT-OS SP23 GENERI
- H704600001 : TEMPLT-OS SP23 VEFB
- H707600001 : TEMPLT-OS SP23 EXT LI

NEWNESS VISUALS: LOCAL PRODUCTION

TILES UPDATE:
- NEW SKINCARE: H6W3600001 (DISCO : EX3E600001)
- NEW EYE SHADOW: H6TT600001 (DISCO : HYJ5600001)
- RE RUN VISUAL TILES : H6TA600001

LIGHTBOXES UPDATE:
MODEL COMPLEXION VISUAL
EVERGREEN VISUAL
COM BANDS UPDATE:
SAME AS FALL 22

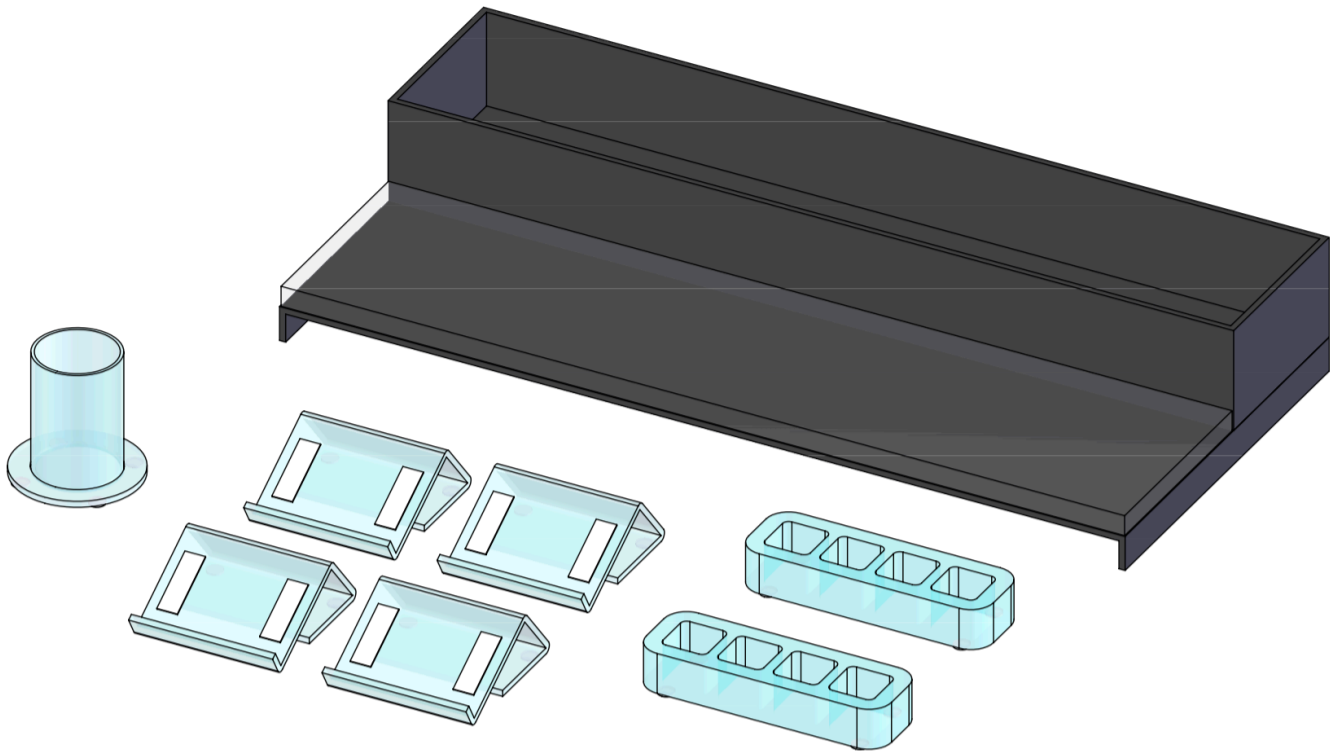


BOBBI BROWN

THE UPDATE KIT WORKS WITH EVERY LAUNCHES
TO UPDATE NEWNESS AREA IN GONDOLAS
AND BACKWALLS.

GENERIC UPDATE KIT

EX27600001 TEMPLT OS SP22 GENERI



Qty/kit		
x1		<p><u>DIMENSIONS : 411MM LARGE X 188MM DEPTH X 67MM HEIGHT</u></p> <p>1 STOCK BOX : BLACK PMMA</p> <p>2 TEMPLATE GLASS : CLEAR PMMA</p> <p>3 BASIS : BLACK PMMA</p> <p>(1) & (3) ARE STICK TOGETHER. PUT THIS ELEMENT IN THE CORRESPONDING INSERT ON THE NEWNESS AREA OF THE OS UNITS.</p> <p>(2) IS MOVEABLE SO YOU CAN PLACE A VISUAL UNDER AND UPDATE IT</p>
x1		<p>1 PENCIL HOLDER : CLEAR PMMA</p> <p>2 CIRCLE BASIS W/ NON-SLIP PADS</p> <p>THIS PIECE IS A SUPPORT FOR ALL PRODUCTS THAT DO NOT STAND ON THEIR OWN (PENCILS, BRUSHES, MASCARAS..)</p>
x4		<p>1 PALETTE HOLDER WITH NON-SLIP PADS UNDER ITS BASIS</p> <p>2 DOUBLE-SIDED PADS TO HOLD THE PRODUCT IF NEEDED</p> <p>THIS PIECE IS A SUPPORT FOR LARGER PRODUCTS THAT ARE PRESENTED OPEN OR AT AN ANGLE (PALLETES)</p>
x2		<p>1 LIPSTICK HOLDER WITH NON-SLIP PADS UNDER ITS BASIS</p> <p>2 X 4 ROUNDED SQUARE FOOTPRINTS</p> <p>THIS PIECE IS A LIPSTICK HOLDER IN ORDER TO ALLOW THE ELEMENTS TO BE WEDGED AND STORED CORRECTLY</p>



CHARLOTTE LEROUX
VISUAL MERCHANDISING
& STORE DIRECTOR
cleroux@elceurope.com



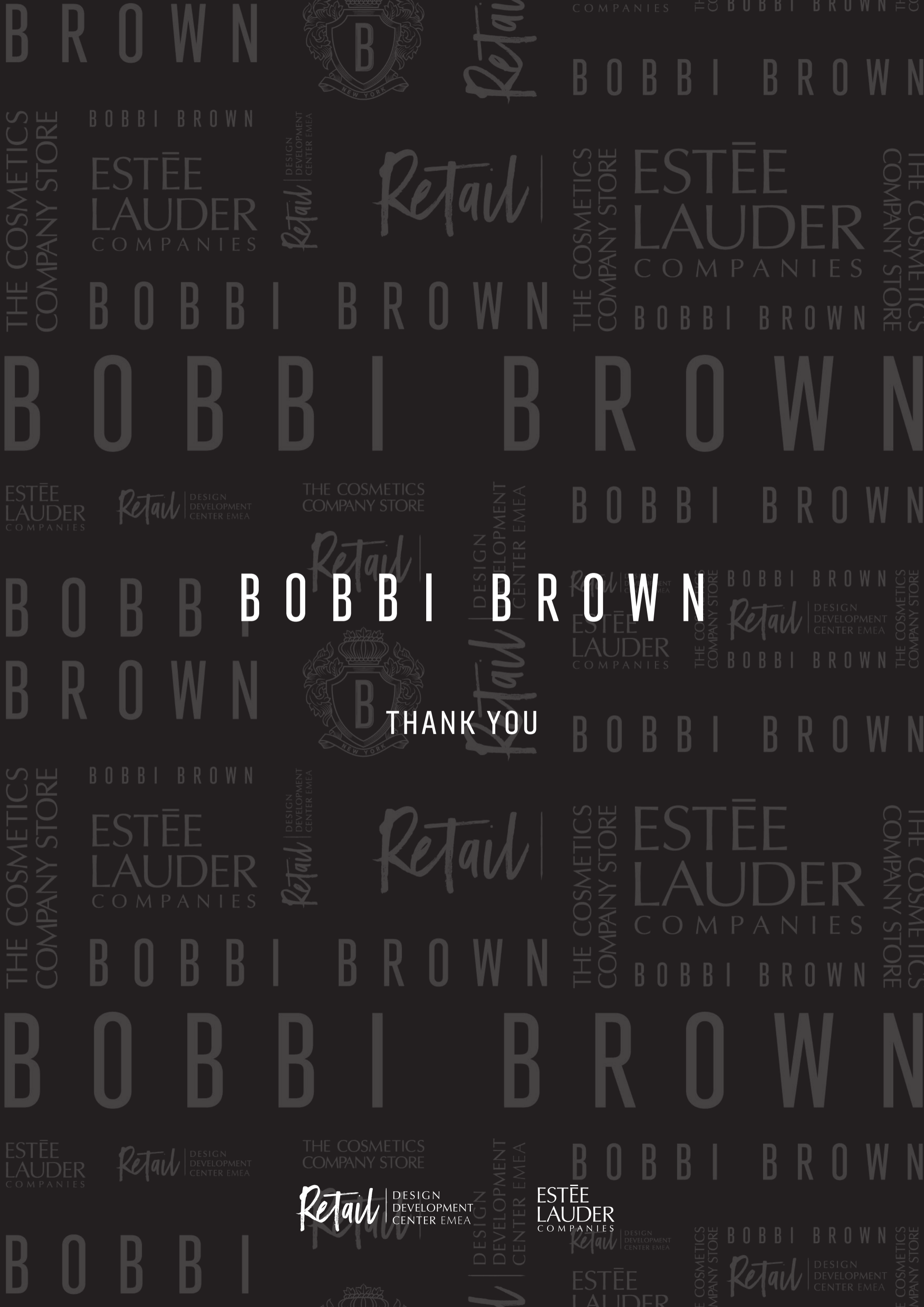
JUSTINE CHARTIER
VISUAL MERCHANDISING
& STORE DESIGN MANAGER EMEA
jchartier@elceurope.com



LISA MICHEL
STORE DESIGNER
EMEA
lmichel1@estee.com



INES FAROUROU
VISUAL MERCHANDISING
DESIGNER EMEA
ifarourou@elceurope.com



BOBBY BROWN

THANK YOU

