



BOBBI BROWN

RDDC HUB



FY23 HOLIDAY UNIT – EMEA centralized production

EMEA OBJECTIVES

- Create a store animation for Holiday
- Relocated production from APAC to EMEA to lower carbon footprint
- Rethink design for a full cardboard structure to design mono material display
- Claim communication

EMEA CENTRALIZED PRODUCTION

- Ex-factory Selling Price = 195€
- Qty = 172 units
- From PO to PDCSD = 10 weeks

PRESENTATION OF THE UNIT

- “Made with responsibly sourced material” Claim
- Recyclable unit : the lamination film will be normally removed during the recycled process (less than 5% of the total weight of the unit). This wasted film, polluted by paper impurities, normally goes to a waste-to-energy plant.
- Flat pack delivery
- All parts are easily removable (updatable planogram)
- Qty 172 units
- European production (Italy)
- Digital gold hot foil and digital cutting (for the stars)

MATERIALS :

- FSC mix (cardboard)
- Green Cast (100% recycled) PMMA
- Offset Inks = Soil oil-based inks
- Printed QR code

MATERIALS %	
PMMA Green Cast	33%
Recycled Cardboard	31%
Virgin Cardboard	36%





BOBBI BROWN

Retail | DESIGN
DEVELOPMENT
CENTER EMEA

ESTÉE
LAUDER
COMPANIES