



EMEA VISUAL MERCHANDISING  
FY22\_MACSTACK MASCARA  
LAUNCH DISPLAYER - PRODUCTION BRIEF  
OCD DATE: MARCH 2022

*Retail* | DESIGN  
DEVELOPMENT  
CENTER EMEA

ESTÉE  
LAUDER  
COMPANIES





OVERVIEW

**REGIONAL PRODUCTION**MC2216 - FY22 MACSTACK MASCARA LAUNCH  
DISPLAYER

TLM# 20490 22970 23083

**ON COUNTER DATE**

MARCH 1ST, 2022

**FORMAT**

X1 ULTRA PRIMARY

**LANGUAGE**


ENGLISH VERSION

ENGLISH &amp; ARABIC VERSION

**AVAILABLE FOR:**

EMEA &amp; UK

**FORECAST RECOMMANDATION FOR AFFILIATES**

ILLUSTRATIONS	RECO FORECAST for AFFILIATES
	<p>OPTIONAL TO FORECAST FOR – PLEASE MAKE SURE TO FORECAST LAUNCH DISPLAYER IF YOU FORECAST PRODUCTS</p> <ul style="list-style-type: none"> <li>▪ PRO + FULL</li> <li>▪ FULL</li> <li>▪ LARGE</li> <li>▪ MEDIUM</li> <li>▪ SMALL</li> <li>▪ EXTRA SMALL</li> <li>▪ SMC</li> <li>▪ PERFUMERY XS</li> </ul> <p>EXCEPT GONDOLA</p>









**ESTIMATED PRICE (BASED ON QUANTITIES OF AFFILIATES previously shared)**

**QUANTITIES = 1272 / ESTIMATED PRICE = 16€ PER DISPLAYER (BASED ON 500 DISPLAYERS)**

**TIERING PRICES**

**TO COMPLETE BY PRODUCTION TEAM**

**REFERENCES**

ILLUSTRATIONS	LAUNCH COLLATERAL	UNIT PACK	DESCRIPTION
	International (EEC) Version FY22 MACSTACK MASCARA LAUNCH DISPLAYER – BEAUTY – LIGHT SHADE	1	Global Beauty Visual – LIGHT SHADE English copy
	International (EEC) Version FY22 MACSTACK MASCARA LAUNCH DISPLAYER – BEAUTY – MEDIUM SHADE	1	Global Beauty Visual - MEDIUM SHADE English copy
	International (EEC) Version FY22 MACSTACK MASCARA LAUNCH DISPLAYER – BEAUTY - DARKSHADE	1	Global Beauty Visual – DARK SHADE English copy
	International (EEC) Version FY22 MACSTACK MASCARA LAUNCH DISPLAYER – AMBIANT	1	Global Ambient Visual English copy
	Middle East FY22 MACSTACK MASCARA LAUNCH DISPLAYER – BEAUTY – LIGHT SHADE	1	Global Beauty Visual – LIGHT SHADE English & Arabic copy
	Middle East FY22 MACSTACK MASCARA LAUNCH DISPLAYER – BEAUTY – MEDIUM SHADE	1	Global Beauty Visual - MEDIUM SHADE English & Arabic copy
	Middle East FY22 MACSTACK MASCARA LAUNCH DISPLAYER – BEAUTY – DARK SHADE	1	Global Beauty Visual – DARK SHADE English & Arabic copy
	Middle East FY22 MACSTACK MASCARA LAUNCH DISPLAYER – AMBIANT	1	Global Ambient Visual English & Arabic copy

TO COME

LIGHT SHADE

MEDIUM SHADE

DARK SHADE

TAGLINE:  
TBC

BEAUTY

TO COME

TAGLINE:  
TBC

AMBIANT

MATERIAL

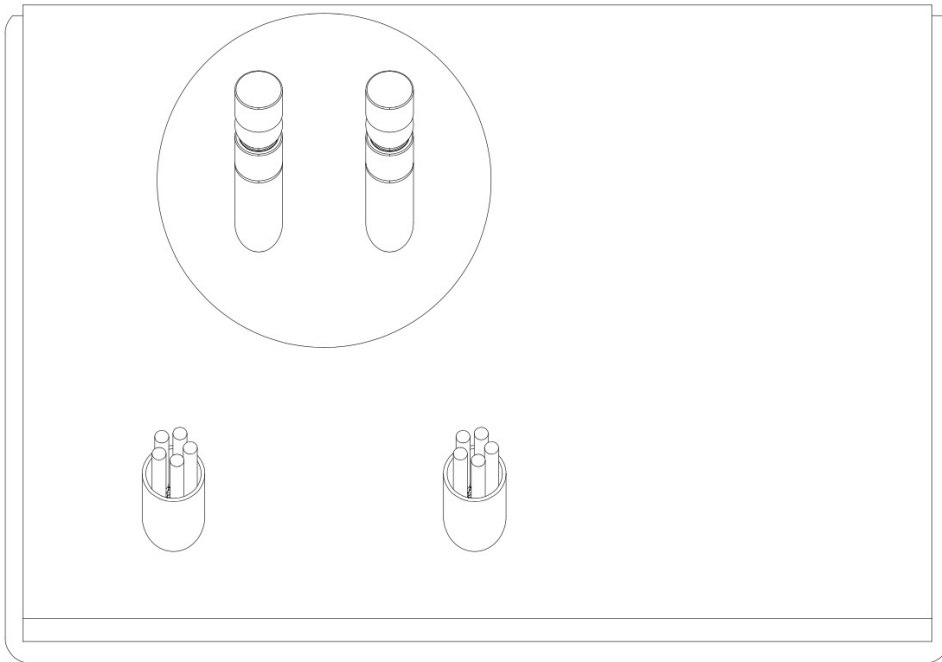
PRINTING MATTE

DIMENSIONS

ULTRA PRIMARY  
382,219 x 544,332mm

COPY

TBC



OVERVIEW

**MATERIAL**

THERMO

**PRODUCT LIST**

- MAC STACK MICRO BRUSH – X1
- MAC STACK MEGA BRUSH – X1
- MEGA BRUSH TESTERS
- MICRO BRUSH TESTERS

**VACFORM COLOUR**

TO COME

**COPY COLOUR**

TO COME

**SILKPRINTING ON VACFORM**

COPY TO COME

(FONT: ANO REGULAR-REGULAR)

WITHOUT PRICES

**TRANSLATION COPY for ARABIC**

EXCEL FILE TO COME

TO COME



THANK YOU!