

Newness unit - prototype

EMEA OBJECTIVES

- Distortion of the 5* Newness
- Premium display reflecting Design 2.0
- Flexible and updatable unit
- Move to cardboard conception for templates, to lower carbon footprint

PRESENTATION OF THE UNIT

- Permanent unit, lit, in Metal
- 1 riser with the branding and the visual of the newness
- 1 mirror that can be an Ipad for VTO experience
- 1 fixed basis with several positions
- 1 retractable basis

MATERIALS :

- Steel + PMMA + Mirror
- FSC mix cardboard for templates

UNIT COST - CAPEX

0- 50 units : 1. 750 euros

51-100 units : 1.370 euros

CSR ACTIONS

Permanent and Long-lasting material

- Steel material

Updatable

- VM updates + mirror

Recycled materials

- PMMA , metal
- No glue

Easy end of life

- Fully dissociable