

# SPRING 2024 EVENT SET-UPS

# OVERVIEW

Retailer Specific Event Collateral will be shipping separately to Executives – refer to “SEE Home Shipments” in the In The Know as tracking information will be posted on a weekly basis when information is readily available.

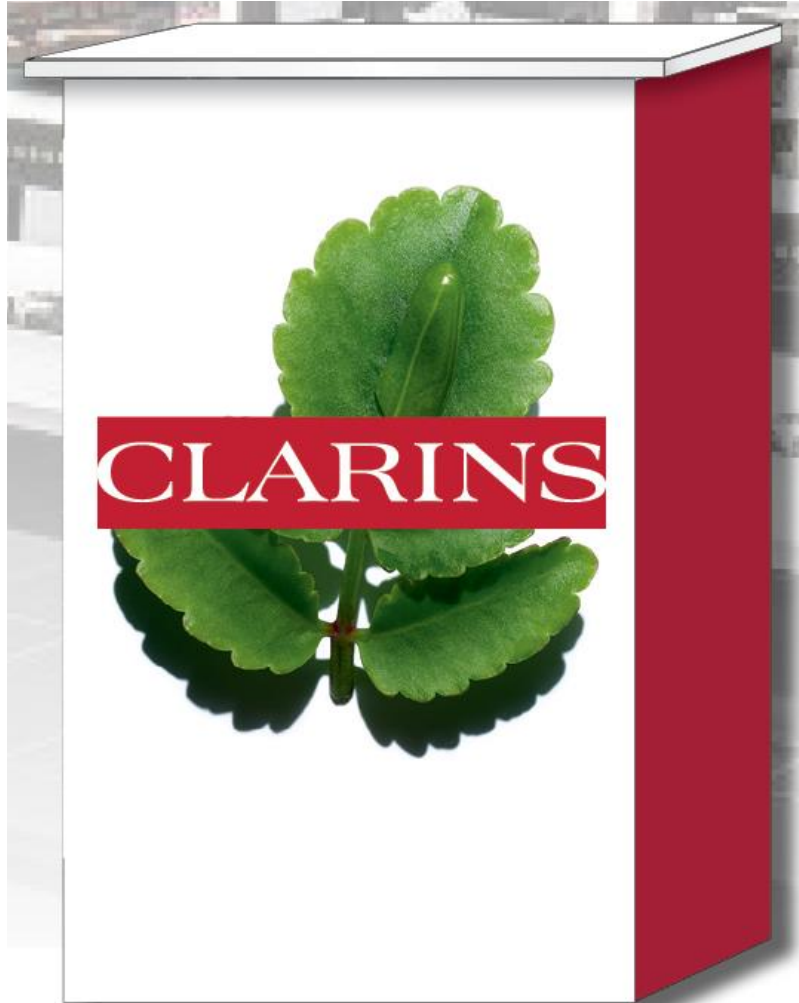
- This season Sephora and Ulta will have the same Event theme: Beauty Factory – featuring Lip Oils and Moisturizers (including New Multi-Active)
- Department Stores: Theme - Meet Your Moisture Match.

Contact the Trade Marketing Team [Claire.Corgan@clarins.com](mailto:Claire.Corgan@clarins.com) and [Erin.Pfeiffer@clarins.com](mailto:Erin.Pfeiffer@clarins.com) with any questions.

# REMINDER: POP-UP TABLES & WRAPS

## TABLE

REMINDER: Every Table needs to be Wrapped with the Table Wrap as shown.



Material: Fabric

Wash instructions for Table Wrap:

- They can be spot treated
- Turning it inside out and hand washing with cold water + mild detergent to avoid pilling, and to air dry
- With the dye sub printing process, the color becomes embedded in the fabric, so fading is not a problem unless it was washed too often.



# S24 ULTA BEAUTY FACTORY CORPORATE EVENT SET-UP



(A) BANNER STAND & CASE

(B) NEW BANNER - BEAUTY FACTORY

(C) POP-UP TABLE WRAPS - to be utilized throughout the year with current Pop-Up tables

(D) EVENT PLACEMAT - BEAUTY FACTORY - Display Testers only

(E) Wood Channels - to be utilized Season to Season for Events; these are to be kept on hand with other ongoing collateral

# S24 ULTA BEAUTY FOCUS DAY



(A) Wood Channels to be utilized Season to Season for Events; these are to be kept on hand with other ongoing collateral

(B) Poster artwork to be updated each season to match to focus; new visuals will be sent each Season (Spring 24 - Multi-Active & One-Step)



# S24 SEPHORA BEAUTY FACTORY EVENT SET-UP



(A) BANNER STAND & CASE  
(B) NEW BANNER - BEAUTY FACTORY

(C) POP-UP TABLE WITH WRAP - to be utilized throughout the year with current Pop-Up tables  
(D) MIRROR CLINGS- BEAUTY FACTORY  
(E) CHAIR COVERS - reusable branded Clarins chair covers to be utilized for events; these are to be kept on hand with other ongoing collateral

# S24 DEPARTMENT STORE FOCUS



(A) BANNER STAND & CASE  
(B) NEW BANNER – Meet Your Moisture Match

(C) POP-UP TABLE & WRAP – to be utilized throughout the year with current Pop-Up tables

Not Shown: Director Chairs should be used at Events. Any replacements/new chairs needed were reviewed with RVPs and will be sent to Executives in February.



# REMINDER: EVENT SET-UP DON'TS

**DON'T:** Mix themes/add any other visuals in the set-up - No extra banners from Dept Store or Beauty Focus day& Corporate Event posters shown together.

- ONLY DESIGNATED ANIMATION SHOULD BE USED - The poster should be the Corporate Event Theme here

**DON'T:**

- Use any set-up materials not provided by Clarins

**DON'T:**

- Ok to display testers & new education Display but that's it - keep clean





# REMINDER: EVENT SET-UP DON'TS

## DON'T:

- Add any other visuals in the set-up – No extra banners from Dept Store or Beauty Focus day posters



## DON'T:

- Table should have Testers – but nothing else – keep clean
- No education materials not meant to be customer-facing



## DON'T:

- Old Education/Training boxes should not be used.

