

# essie

an explosion of color

## Mission

The goal for this traveling show is to get people aware of how to take care of their nails while supporting the Essie brand. Essie has most recently come out with a new product line called Gel Couture. Gel Couture is a nail polish line that will allow you to achieve a gel-like manicure from the comfort of your own home at an affordable price. With just two steps and no UV or LED lamps, you can skip the salon, pull out your Gel Couture, and receive 14 days of luxurious wear.

The educational aspect of this traveling show is to teach people how important it is to properly take care of their nails. It will feature many tips and tricks on how to treat your nails including how to keep your nails from becoming weak and brittle, cuticle care, and protecting your nails from becoming stained due to specific colors.

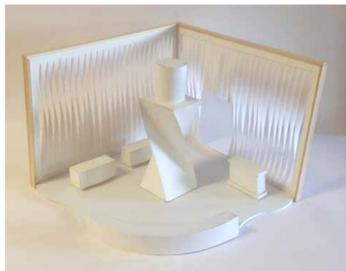
Even though Essie is for women of all ages, their target audience is women from the ages 18 to 34. An Essie woman is a classy sophisticated woman who also maintains a bold sexy look when appropriate. She is a working professional who is well educated, has an interest in fashion, and is conscious of her health.

## Brand

Essie is an iconic American brand that allows women to express themselves in a unique way with their whimsical colors. Essie is a must-have in the nail care industry with their unbeatable professional quality. The multi-prize winning formula is known for its no chip properties and its long lasting coverage. Essie offers more than 250 color shades that have distinct playful color names that capture the personality of the color. The collection of colors at Essie continues to grow as fashion trends and seasons change throughout the year.

The brand itself has the look and feel of soft and feminine. Their bottle packaging includes a clear bottle which allows you to see the nail color along with a white handle for the brush. The logo consists of just typography with the type consisting of lower case letters and a magenta color. However, the brand uses white as their main color which allows them to really give an emphasis on their nail colors.

## Model



## Modular

The modular system used for this pop-up is a metal frame (exterior) or metal frame ceiling (interior) with a white high gloss laminate floor.

## Interior

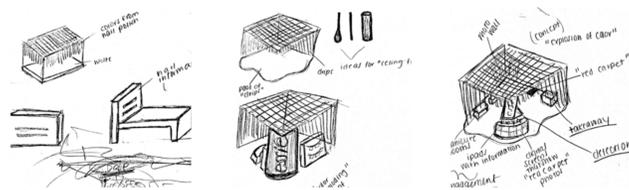


Mall Of America

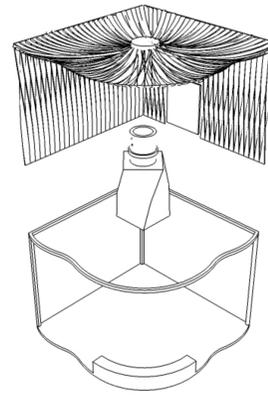


Madison Square Park

## Sketches



## Diagram



## Inspiration



## Detection

A large scale version of the Essie Gel Couture bottle and pieces of fabric that represent different colors.

## Engagement

Manicure tables where you receive a complimentary manicure while learning how to properly take care of your nails from home.

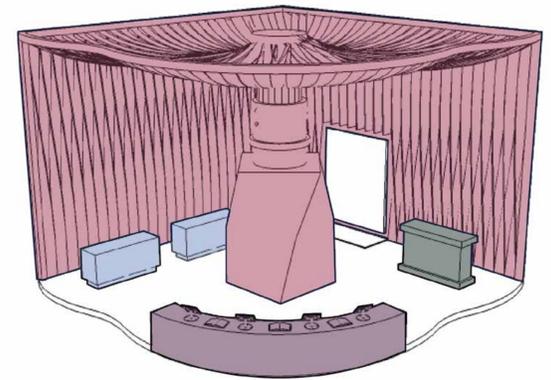
## Context

Counter that includes an overview of how to take care of your nails from home along with tips and tricks on nail art.

## Take Away

At the end of your experience you will receive a two pack of mini bottles that includes your favorite Essie Gel Couture color and the top coat that goes along with it.

## Experience

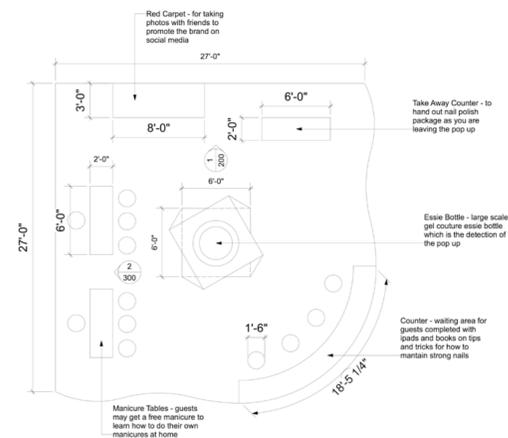


## Palette



## Exterior

## Floor Plan



## Elevations

