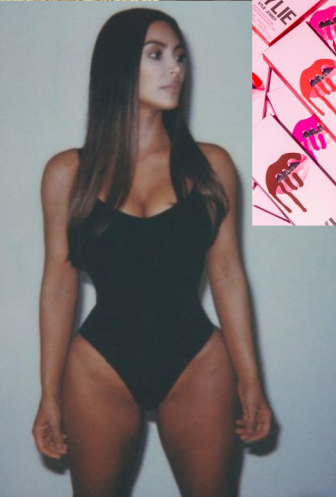




KYLIE COSMETICS
BY KYLIE JENNER

POP-UP SHOP COLLAB



BRAND IDENTITY

HISTORY

➤ 2014

- Kylie & Kris Jenner founded the company–Kylie Lip Kits
- Partnered with Seed Beauty (a company co-founded by siblings John and Laura Nelson)

➤ 2015

- Produced and sold the Kylie Lip Kits

➤ 2016

- Renamed to Kylie Cosmetics
- By the end of 2016 the company's total revenue was over \$300 million



MISSION & VISION

Kylie wants the product to make you feel confident and beautiful no matter the occasion, while maintaining natural and sustainable ingredients.

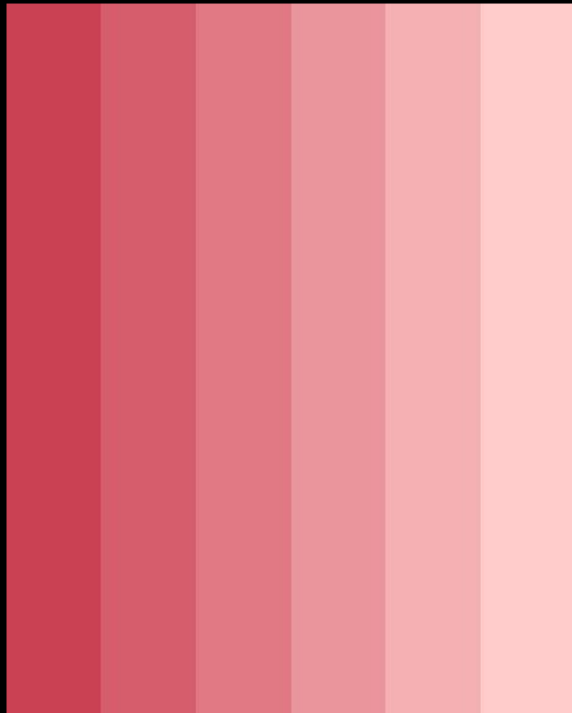


IDEAL CUSTOMER

Whether you like the Kardashians or want to keep up with a natural, healthy skin care routine. This store is for women of all ages.



COLOR BOARD



THE STORE

This Kylie Cosmetics pop up store will be a collab with the Keeping Up with the Kardashians television show. Kylie, being the youngest sister of the family, has found success with her beauty company due to the popularity of the show. We will use that to the company's advantage and create a store that incorporates the consumers favorite family members, their opinions on the products, and immersive experiences that feel like they are in the store shopping with you!

Some elements the store will offer:

- Holographic mirrors with images of the sisters that the consumer can take pictures with
- Quiz to find out which Kardashian would be your bestie
- Screening room where you can watch episodes of the show
- Photo shoot room showing some of the Kardashian's most famous photos. Take your own polaroid and join them on the wall
- AI mirror that tells you which lip kit compliments your skin best

LOCATION

New York City

- Is a modern and edgy city that matches the store aesthetic
- A highly populated area that has many makeup and entertainment enthusiasts
- People travel here for experiences and shopping

SURFACES



MANNEQUINS



Mannequins will be holding a variety of makeup and skincare products & will have some fine/modern jewelry on, will be a variety of white, black, and gold

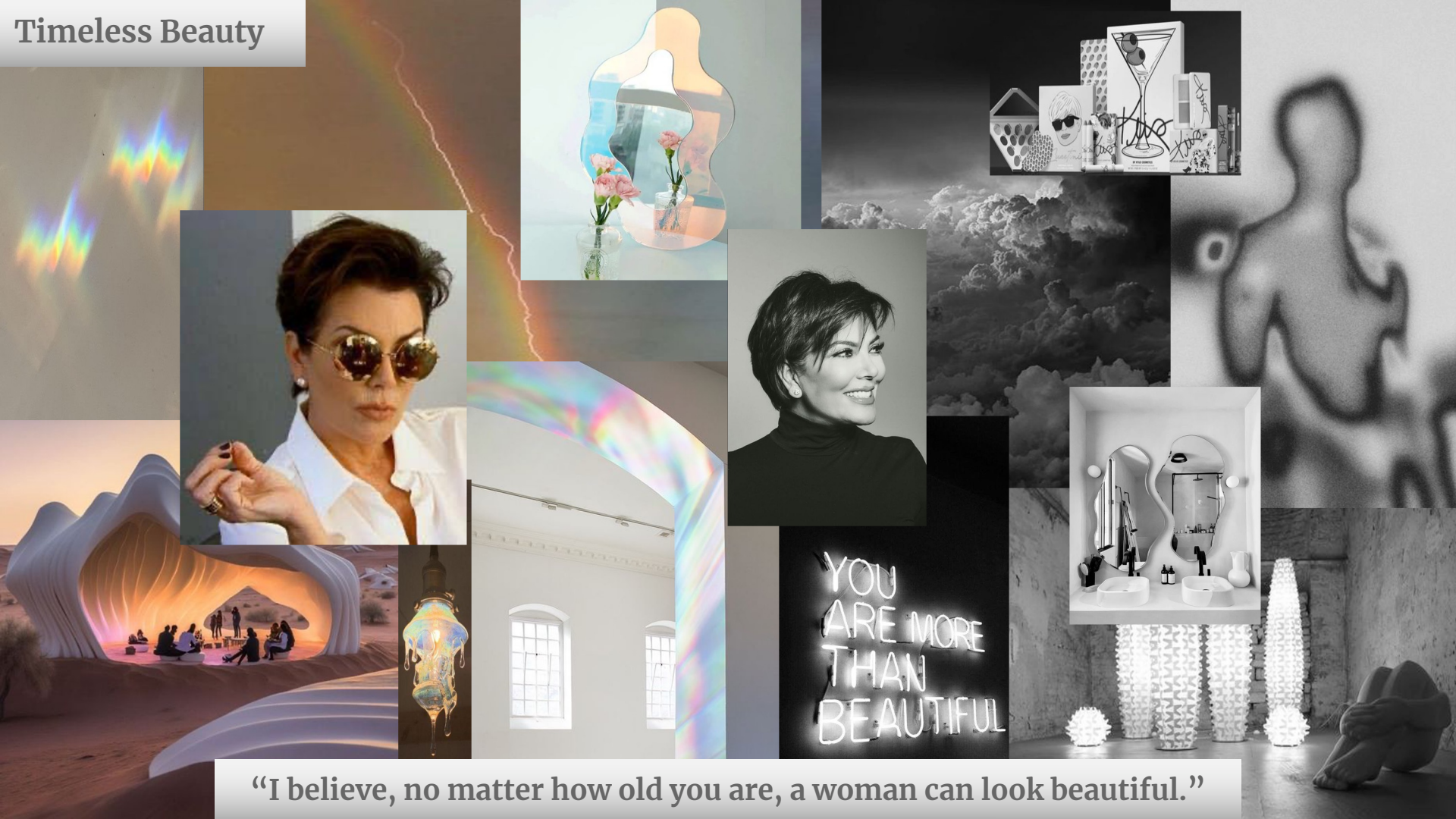
PROPS & SAMPLE BOARDS

Do in the Most



“I’m the life of the party!”

Timeless Beauty





KYLIE.



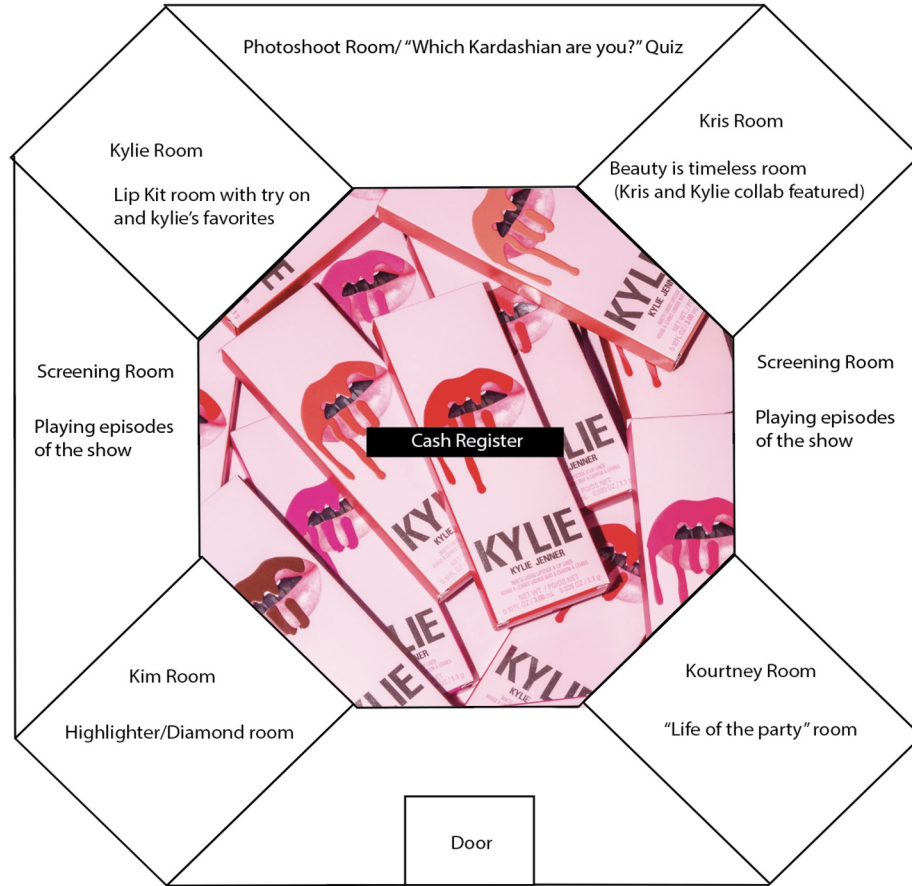
"I get pleasure in doing the things people say I can't do"



Screening Room and
Photoshoot Room
Includes...

- "Which Sister are You?" quiz
- Goodie Bags

FLOOR LAYOUT



Window Displays- One side is a print of Keeping up With the Kardashians and the other is Kylie Cosmetics

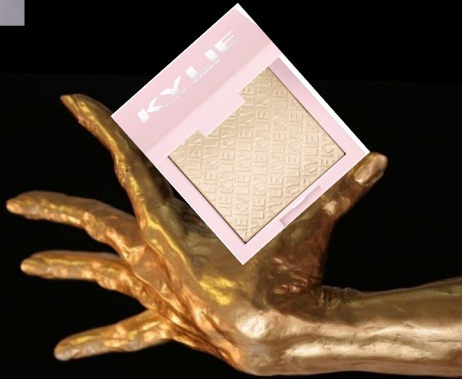
MERCHANDISE DISPLAY



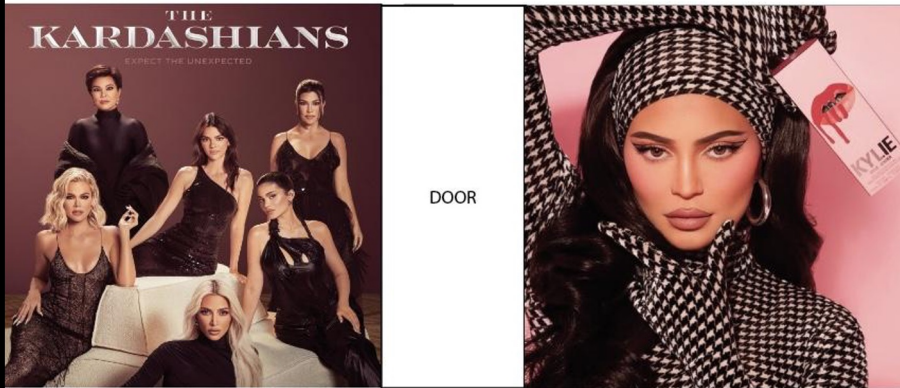
Subtle tables and shelves that blend into the store so the store feels more of a experience than selling things



The hands will draw attention to the product and the gold one is chic and follows our store vision



WINDOW DISPLAY



- Closed display -
Semetrical -
Billboards with
fixed images