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Creative Casebook



Supermarket Displays



Stock Displays '05



Modular Exhibits Update



Estee Lauder Light-Sticks Highlight Cosmetics

A major New York department store wanted to draw attention to its cosmetics section and Light-Sticks, which are brightly colored, deco-style fluorescent lamp products, were the perfect detail to brighten up its counters.

Estee Lauder featured the lilac colored deco-style lamps grouped in clusters throughout the department in large vases with a brilliant-looking result.

The customized Light-Sticks complemented Estee Lauder's banners and illuminated signs.

The Light-Sticks are manufactured by Way-Light, Inc., a display firm located in Laguna Niguel, CA; (Web Site) www.way-light.com.



Zalia Cosmetics Displayed In Victoria's Secret

This multi-functional table display was designed for the

Zalia Cosmetics presentation in Victoria's Secret stores.

The display was designed with sections for color array, product testing, accessories and special promotions for the Zalia brand.

Striking color acrylics identify the Zalia brand. Strategically-positioned testing areas allow for shopping ease.

Versatile product presentation trays permit seasonal product changes.

The graphic logo header, mirrors and seating area create a distinctive image yet tie into the overall theme of Victoria's Secret Beauty.

This table display was created to provide the maximum function in the minimum space for Zalia Cosmetics by Retail Solution Center, a point-of-purchase display firm located in Freeport, NY; (Web Site) www.rsc-ny.com.

XTRA LITE DISPLAYS
3451 West Burnsville Parkway, Suite 100
Burnsville MN 55337-4287 USA
(Tel.) 877-XTRALITE
952-894-6622
(Fax) 952-895-6194
E-Mail: info@xtralite.com
Web Site: www.xtralite.com

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