Sephora C1 Gondola
NEW PROPOSAL

Lip/Color:
Liner = 15
Lip Condil = 1
PC Lipstick = 15
PC Crystal = 10
PV Vivid Shine = 5 (rest 1)
Lip Gloss = 12
(add 3 in order to make the module re-usable for larger brooms)
Lip Pencil = 5
Blush = 6

Eye:
Sumptuous Vel = 1
Sumptuous Mascara = 1
Sumptuous Waterproof = 1
(at show, stock only, mention on the new stage)
Sumptuous Extreme = 1
Idea Light Illuminator = 2
DW Liquid Eye Liner = 1
DW Eye Pencil = 7
(available in the box)
5 pan ES = 6
ES Single = 12

Face:
DW Liquid = 6 (Vials)
DW Light = 4 ( Tubes)
DW Powder = 6
NEW 4H = 6
(see Invisible Fluid Makeup = 6 (Vials)
Invisible Powder Makeup = 3
Double Matte Pressed Powder = 3
RLE Liquid = 6 (Vials)
Ideal Matte = 6 (Tubes)

New/Trend:
Lip Lacquers = 2
PC Lipsticks = 6
ES Trios = 2
Sumptuous Extreme Mascara = 1
PC Nail Lacquer = 1

Best Sellers:
ANR Eye = 1
(available to have, cross merch)
DW Concealer = 3
Sumptuous Extreme Mascara = 1
Bronzers = 4
NEW PROPOSAL 1

**Sephora C2 Gondola**

- More room to express NEW / Trend and Best Sellers
- iPad mini – additional animation for featured items
- Key spaces for delight: editorial / how-to’s / etc.

**New/Trend:**
- Lip lacquers = 2
- PC lipsticks = 6
- ES/Thios = 2
- Sumptuous Extreme Mascara = 1
- PC Nail Lacquer = 1

**Best Sellers:**
- ARl Eye = 1
- (No need to have cross merch)
- DW Concealer = 3
- Sumptuous Extreme Mascara = 1
- Bronzer = 4
- *Signature Lip Conditioner*

**Lip/Color:**
- Lip lacquer = 20
- PC Crystal = 15
- PC/ Vivid Shines = 6
- Lip Gloss = 18
- Lip Pencil = 12
- (testable in the box)
- Blush = 6
- Nail Lacquer = 10

- Eyeliner:
  - Sumptuous VL = 1
  - Maginiscopic = 1
  - Sumptuous Mascara = 1
  - Sumptuous Water proof = 1
  - (not shown, stick only, commented on the easv. split)

- Sumptuous Extreme = 1
- Lash Primer = 1
- DW Lengthening = 1
- Turbo Lash Mascara = 1
- DW Liquid Eye Liner = 2
  - (testable in the box)
- DW Eye Pencil = 7
  - (testable in the box)
- Automatic Eye Pencil = 3
  - (testable in the box)
- Eye Pencil = 2
  - (testable in the box)
- DW Eye Shadow Base
  - ES Single = 12
  - ES Duo = 8
  - Paint Pads = 4
- Ideal Light Illuminator = 4

**Face:**
- DW Liquid = 3 + 6 (Wals)
- DW Light = 4 (Wals)
- DW Matte Cover = 4 (Wals)
- DW Powder = 6 (Pans)
- NEW 46 = 6 (Wals)

- (Wets Invisible Fluid Makeup = 6 (Wals)
- Invisible Powder Makeup = 3 (Pans)
- Double Matte Pressed Powder = 3 (Pans)
- Resi Lift Extreme = 6 (Wals)
- Ideal Mattes = 6 (Tubes)
  - Primer = 2 (Gallable)
- Smoothing Creme Concealer = 3
- Perfect Loose Powder = 3
- Re_Nu. Foundation = 6 (Wals)
  - Re_Nu. Conceal = 2 (Pans)

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**Images:**

- Estée Lauder Marketing campaign
  - Editorial
  - Editorial Marketing materials
  - Editorial Marketing materials
Sephora C2 Gondola
NEW PROPOSAL 2

- Beautiful Eye Studio / Large, elegant lit mirrors
- iPad mini – additional animation for featured items
- Key spaces for delight: editorial / how-to’s / etc.