

*NEW SPARKLING
POSM's*

"Alchemy of an essence"

Counter Display ideas

COUNTER DISPLAY

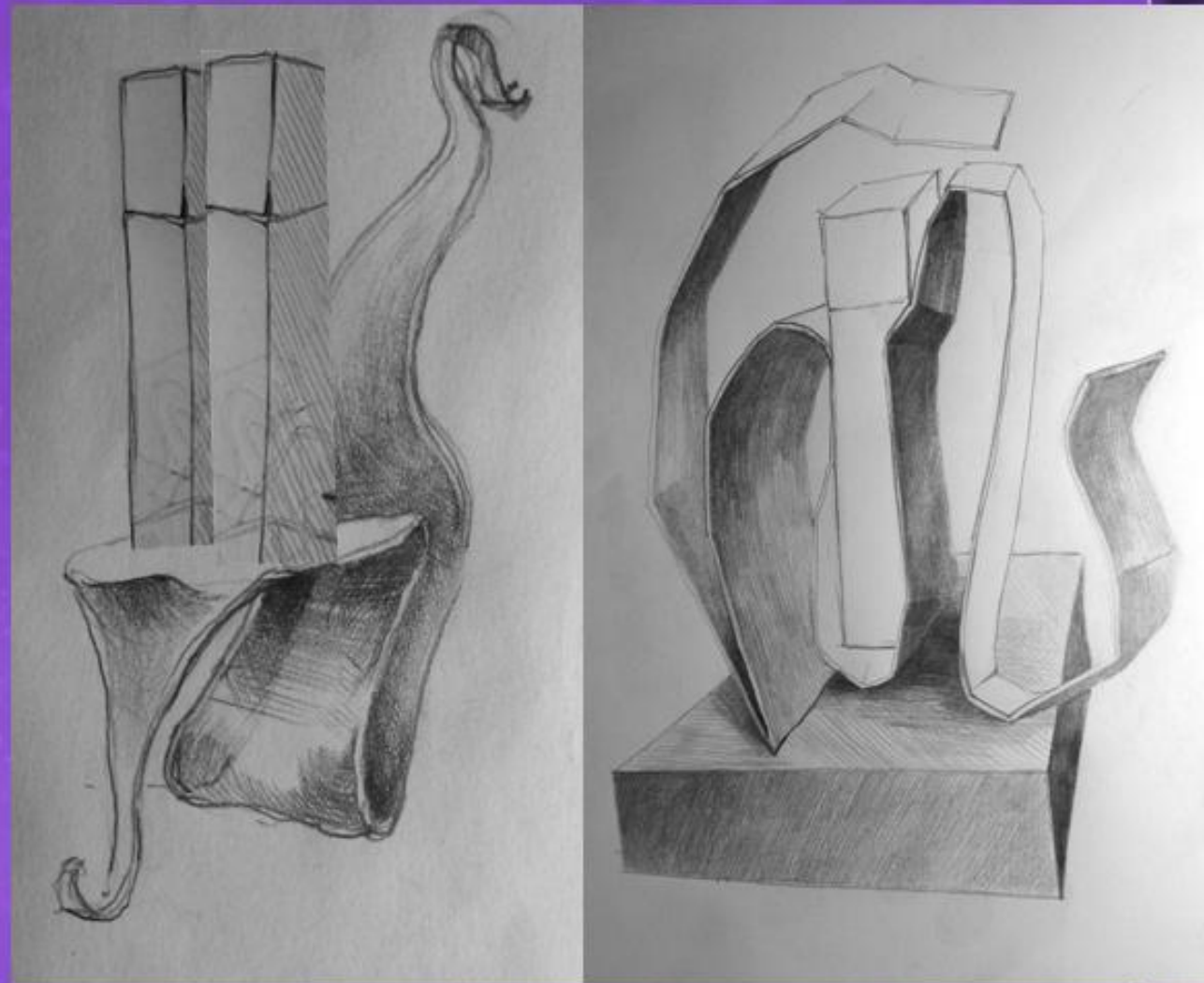
1.

The flowing idea must remind of the corset strings while in the same time sending towards the KV feeling of floating silk, fluid light and fluid metal suggestions.

It will be made of 2 parts – metallic foil on one face and mate Plexi on the other face, holding between them belts of LED lights to brighten the object from the inside out on the entire Plexi surface.

This POSM will need a power source.

It can be adapted for 1, 2 or even 3 packs, and also can be transformed in bigger objects.



COUNTER DISPLAY

1. *The flowing idea, production suggestions*



NEW SPARKLING DESIGN

COUNTER DISPLAY

2.

The Alchemy idea follows the main concept theme and introduces the consumer more into the Alchemical laboratory where the pure essences are discovered.

The back shape, that copies the logo swirl, is made of white mate Plexi with metallic facet on front, having a light belt of LED's in between the 2 layers (between the Plexi sheet and the metallic sheet)

The transparent glass bulb where the packs are inserted has a magnifying glass, fixated on front of the packs making them more visible and important.

The Logo shaped swirl support of the bottle will be produced exactly like the element behind it.

The spherical bottle is a super sized light bulb.

This POSM will need a power source.

It can be adapted for 1 or maximum 2 packs.



NEW SPARKLING DESIGN

COUNTER DISPLAY

2.

The Alchemy idea follows the main concept theme and introduces the consumer more into the Alchemical laboratory where the pure essences are discovered.

This idea has a spherical bottle with a swirl neon light shape inside it, to throw light on the packs. It also has around it a half sphere metallic glass shape, meant to insure contrast and difference of light and texture.

The bottle and it's support, have stuck outside them, on one part, glittering Swarovsky glass beads, meant to sparkle in the light and draw attention on the packs inside.

This POSM will need a power source. The neon light system will be hided in the bottle support.

It can be adapted for 1 or maximum 2 packs.



NEW SPARKLING DESIGN

COUNTER DISPLAY

2.

The Alchemy idea follows the main concept theme and introduces the consumer more into the Alchemical laboratory where the pure essences are discovered.

This variant has a metallic curled support to hold the heaviness of the system above it.

It also has a wind stream of air to blow glitter inside the spherical bulb through 2 directions, animating the Counter display.

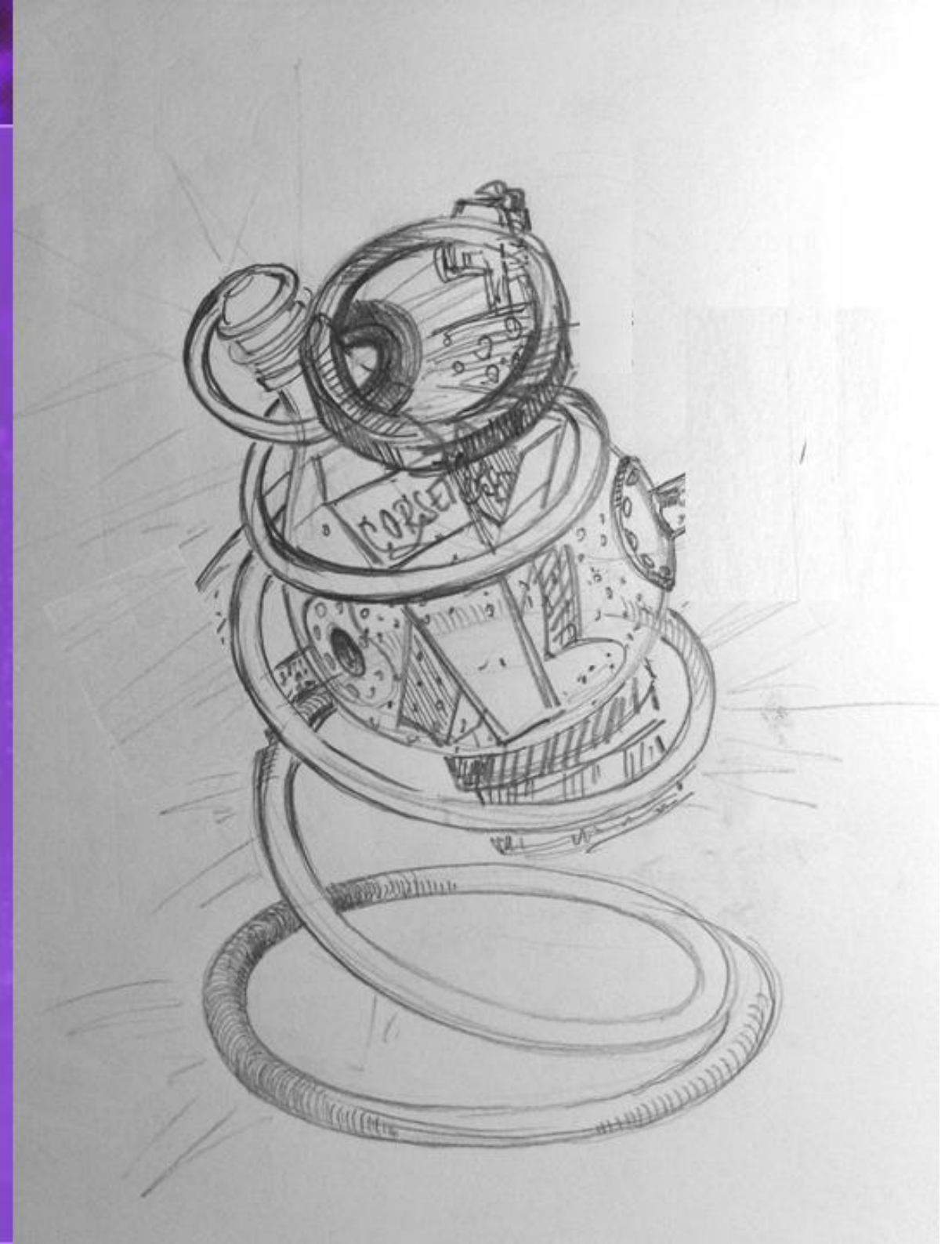
The light will be on the bottom of the bottle, in a small attached round cassette, falling on packs from down to upper.

On the top there is a mobile magnifying lens, that can be placed in any position needed to highlight the packs.

The bottle can be a light bulb.

This POSM will need a power source.

It can be adapted for 1 or maximum 2 packs.



NEW SPARKLING DESIGN

COUNTER DISPLAY

2.

The Alchemy idea follows the main concept theme and introduces the consumer more into the Alchemical laboratory where the pure essences are discovered.

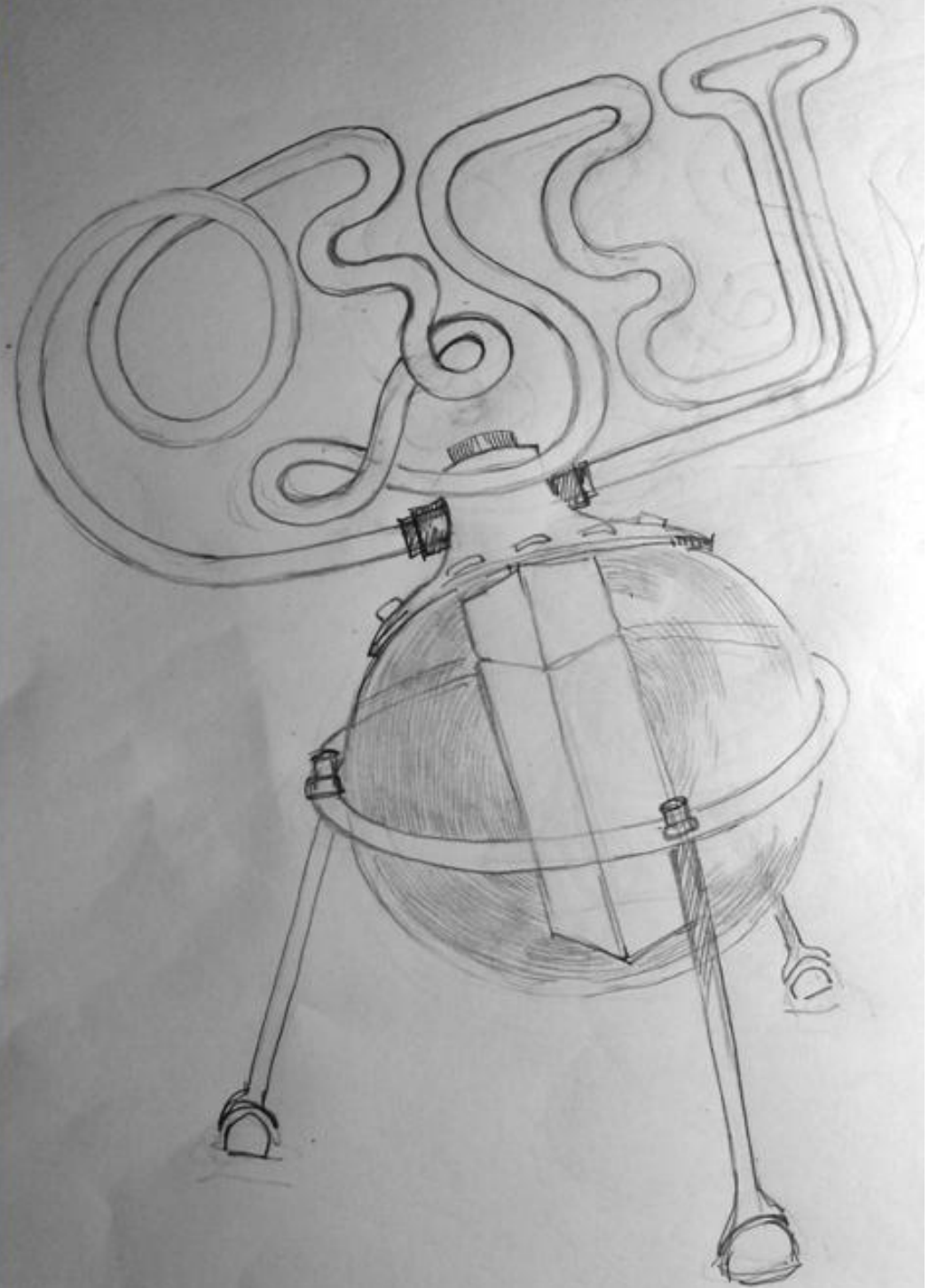
This direction has a different approach as it has incorporated the light in a new way— Neon in shaped glass tube technique, drawing attention towards it.

The bottle will have a metallic cassette hidden on the top, to help feed the neon with electric power.

It will have a metallic support on 3 adjustable legs, to help adjust the angle of the bottle.

This POSM will need a power source but it can also be fed with batteries.

It can be adapted for 1 or maximum 2 packs.



COUNTER DISPLAY

2. *The Alchemy idea, production suggestions*



COUNTER DISPLAY

3.

The letters composition will highlight the brand name in an elegant and stylish manner, playing in the same time with the pure light concept from the Alchemy 2 elements – fluid metal and pure light.

The letters will be placed around the pack, preferably on a support inspired from the logo swirl shape. Each part will be made entirely from white mate Plexi, highlighted from the inside, with LED's lights. The letters will be attached and fixated on the support.

This POSM will need a power source but it can also work with batteries.

It can be adapted for 1, 2 or even 3 packs, and also can be transformed in bigger objects.



NEW SPARKLING DESIGN

COUNTER DISPLAY

3.

The letters composition will highlight the brand name in an elegant and stylish manner, playing in the same time with the pure light concept from the Alchemy 2 elements – fluid metal and pure light.

The letters will be placed around the pack support, on the bottom part. This POSM will be tall and will highlight the pack shape putting it on a pedestal.

Each part will be made entirely from white mate Plexi, highlighted from the inside, with LED's lights. The support external layer in the back part of it, will have a metallic cover, like a sandwich, inside it being the Plexi layer highlighted. The letters will be attached and fixated on the support.

This POSM will need a power source but it can also work with batteries.

It can be adapted for 1, 2 or even 3 packs, and also can be transformed in bigger objects.



COUNTER DISPLAY

3. *The letters idea, production suggestions*



NEW SPARKLING DESIGN

COUNTER DISPLAY

4.

The fluid metal idea will connect the POSM with the core concept elements in a strong and direct way, playing around the pack with melted metal structures.

The shape also suggests the fluidity of the corset strings, surrounding the pack.

The structure will be made entirely from white mate plastic cast in a shape, with a negative mould, and it can be highlighted from the inside, with LED's lights and covered in some areas with metallic paint with shiny texture.

This POSM will need a power source but it can also work with batteries.

It can be adapted for 1, 2 or even 3 packs, and also can be transformed in bigger objects.



COUNTER DISPLAY – READY MADE ITEMS

5.

The hands idea must connect the pack with the feminine energy, offering elegance and a touch of glam.

This will be a ready made POSM adapted to serve the needs of the campaign. It can come in different shapes and manner of production, the best of them being the one with light inside it.

The pack can be attach to the hand as if the hand would offer it to the consumer. The POSM will need a or not power source.



COUNTER DISPLAY – READY MADE ITEMS

6.

The lace made of light idea uses the physical lace - the corset elements - and it is offered the symbol power by playing with this element in a very feminine and delicate manner. It connects to the Alchemy concept through the pure light direction, transforming the entire ensemble into a pure light lace construction. It can be made of lace glued to transparent Plexi and highlighted from the inside out with a LED source. It can be made of LED stream tangled in the lace shape. Or it can be pour in shape from a negative mould, using ceramic, mate glass, silicone, resins or stamped and cut-out plastic sheet.

This will be a ready made POSM adapted to serve the needs of the campaign.

The pack can be attach to the support. The POSM will need a power source.

