



Merchandising Strategy 2016



The Fresh Funky Brand is all grown up and has a *brand new look!*



Unique shop locations that embrace the environments they occupy.

Full & Abundant Displays

Playful colourful products so fresh they appear to have just sprung from the ground

Affordable, Conscious, Accessible Luxury

LUSH
FRESH
HANDMADE
COSMETICS

A LUSH AFFAIR

230 stores in North America and growing....

In Lush's word's

We Believe

...in making effective products from fresh organic* fruit and vegetables, the finest essential oils and safe synthetics.

We believe in buying ingredients only from companies that do not conduct or commission tests on animals and in testing our products on humans.

We invent our own products and fragrances. We make them fresh* by hand using little or no preservative or packaging, using only vegetarian ingredients and tell you when they were made.

We believe in happy people making happy soap, putting our faces on our products and making our mums proud.

We believe in long candlelit baths, sharing showers, massage, filling the world with perfume and the right to make mistakes, lose everything and start again.

We believe our products are good value, that we should make a profit and that the customer is always right.

*We also believe words like "fresh" and "organic" have an honest meaning beyond marketing.

WHAT DOES THIS LOOK & FEEL LIKE?

The experience is as fresh and friendly as shopping at a farmers market in a French villiage.

A global community of shop keepers and associates who are engaged in the brand, product and their community

Proud people who live the LUSH culture, and LOVE the product.



But the shops still feel like this

EMOTIONAL

AUTHENTIC

JOY

(its a people thing:)



LUSH FRESH HANDMADE COSMETICS

THE VISUAL MESSAGE



FULL & ABUNDANT

PRECIOUS & DELICIOUS



FRESH & LUXURIOUS



RUSTIC & CHIC



Best sellers in prime locations within the cabinets, at eye line/easy to pick up.

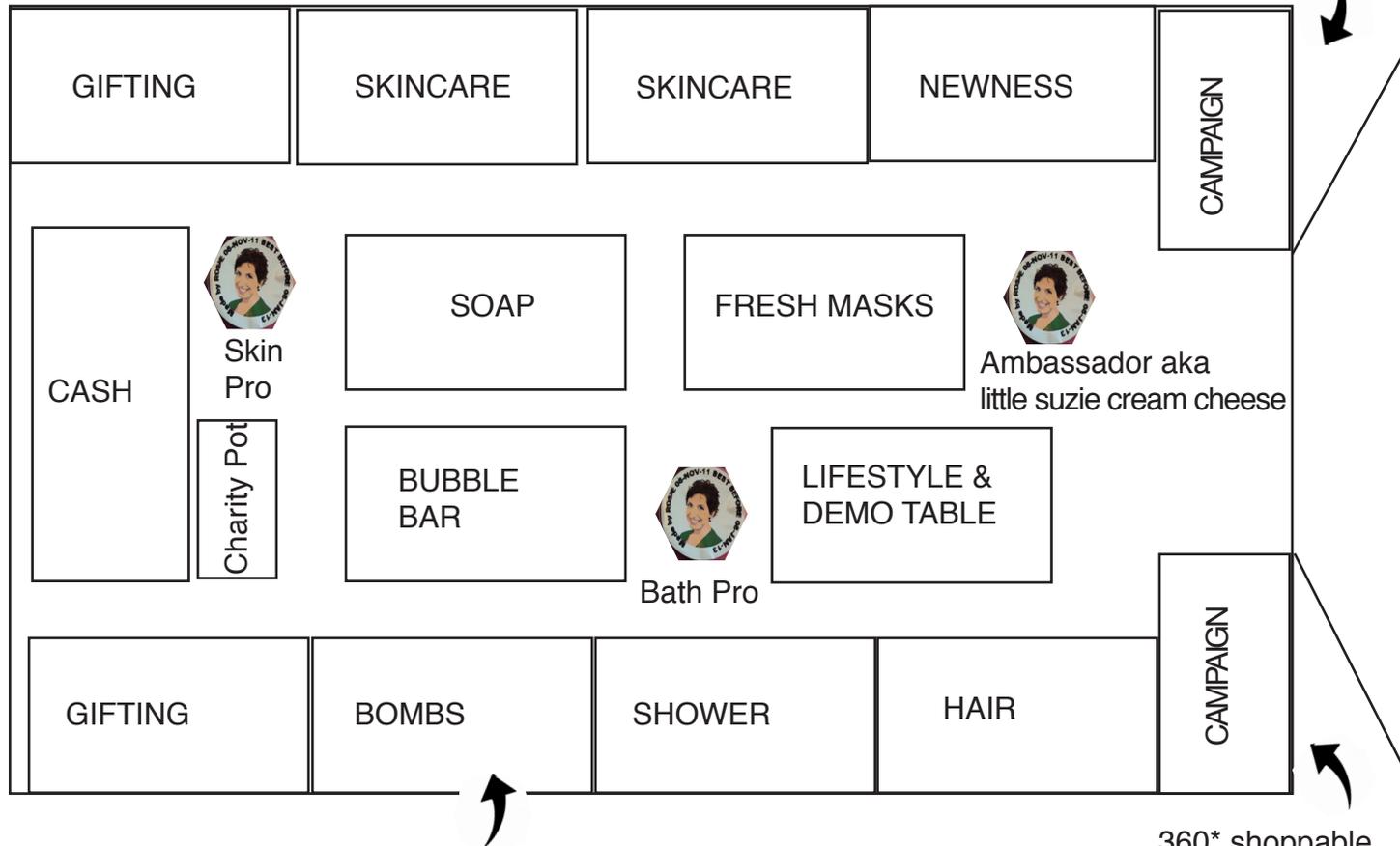
Product groupings should make sense from a selling perspective as well as look visually impactful

What lives above lives below

Stock room should be merchandised to flow so items that sell the fastest/have expiry dates are closest to the door.

Visual standards maintained in the back so the internal customer can find replenishment quickly.

360* shoppable display



360* shoppable display

Bathbombs, bubble bar and soap act as an add on close to the cash, boost UPT.

Contrasting colours stacked high to create visual interest & depth looking in from the front of the shop

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