

FALL '24

Face

ESTÉE LAUDER

MY SHADE, MY STORY CAFÉ\*

GLOBAL RETAIL ACTIVATION PLAYBOOK

GLOBAL RETAIL EXPERIENCE & VM

\*Pop Up name is legally approved for global usage

ESTÉE  
LAUDER

ALL RIGHTS RESERVED © ESTÉE LAUDER

# NEW POP-UP EXPERIENCE

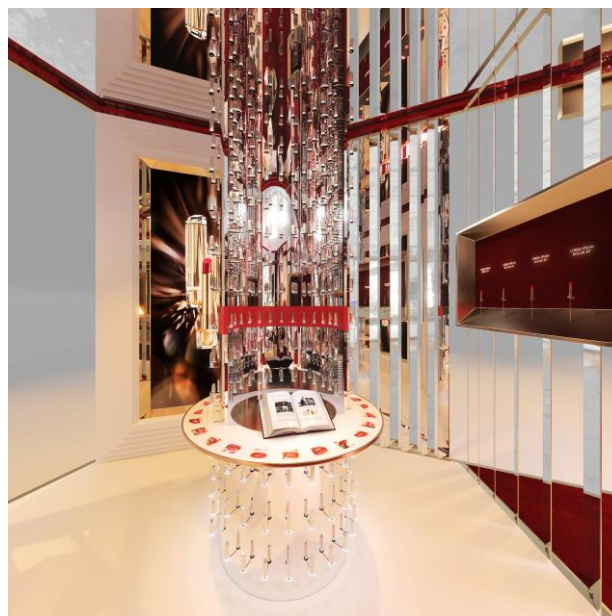
For the Fall 2024 season, our mission is to transform the Estée Lauder pop-up experience with elevated, disruptive, detailed and scalable design and experiences to drive EMV-first storytelling in consumer-centric destinations.

## ELEVATE



Elevate design to create a competitive edge in the marketplace for each outpost we bring to life.

## DISRUPT



Wow consumers with disruptive EMV moment and exciting experiences to remember.

## DETAIL



Detailed guidance on engaging activities, copy, and collaterals to facilitate execution excellence.

## SCALE

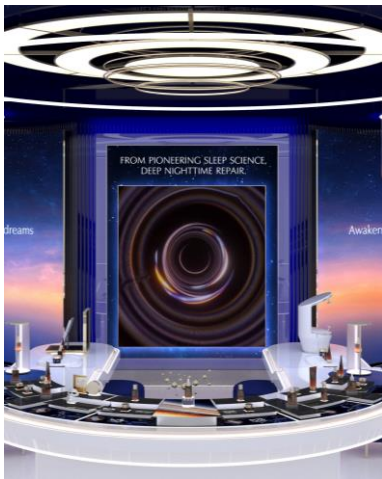


Scalable design package with kit of parts to empower various tiers of execution across regions.

# CY2024 POP-UP OVERVIEW

SPRING 2024  
Released

NIGHT SKIN SCIENCE CENTER



POWER STUDIO



SKIN LONGEVITY INSTITUTE



LEGACY COLLECTION (Full Year)



FALL 2024

NIGHT SKIN SCIENCE CENTER 2.0  
Release by 5/31



MY SHADE MY STORY CAFÉ  
Release by 5/31



SKIN LONGEVITY INSTITUTE 2.0  
Released on 4/1



HOLIDAY MAGIC SHOW (W/N)  
Released



## About the Playbook

The Estée Lauder My Shade, My Story Café Retail Activation Playbook is a comprehensive resource featuring pop up Concept & Strategy, Visual Merchandising, and Retail Experience guidelines for Face category in Fall 24. This playbook is intended to serve internal stakeholders at the regional level to align RDDC, Retail Experience, Education, and Sales teams to strategize local adaptation and helps teams collaborate to execute retail animation & pop ups with excellence.

ALL IMAGES AND COPY ARE FPO UNLESS STATED OTHERWISE

pop up NAME IS LEGALLY APPROVED FOR GLOBAL USAGE



## HOW TO USE THE PLAYBOOK

### WHAT IS IN THIS PLAYBOOK?

- Pop up concept
- Detailed consumer journey
- Scalable design with kit of parts and material guideline
- Collateral guidelines
- Asset library
- Essential copy (legally approved by region)
- Cross-channel activation guideline

### WHAT REGIONS WILL HAVE TO DRIVE?

- Leverage kit of parts to design to the actual space
- Adapt product lineup to local commercial priorities while following global building blocks priority
- Programming of space to maximize EMV
- Locally source vendors for food & beverage and tech integration
- Vet copy by regional legal team
- Communications with the global team for recaps & approvals

# Table of Contents

1. Pop Up Concept	2. Kit of Parts	3. Pop Up Experience	4. Localization Guidelines
<ul style="list-style-type: none"><li>• Seasonal Pop Up Concept</li><li>• Pop Up Strategy &amp; Key Pillars</li><li>• Consumer, Pop Up, and Online Journey Overview</li><li>• Zoning Overview</li><li>• Global Pop Up VM</li></ul>	<ul style="list-style-type: none"><li>• How to Use Guide</li><li>• Kit of Parts Menu</li><li>• Walls &amp; Booths</li><li>• Tables &amp; Podiums</li><li>• Hero Props &amp; Furniture</li><li>• Color, Pattern &amp; Material Palette</li><li>• Execution Examples</li><li>• Pop Up Assets (Collateral, Support and Digital Elements)</li></ul>	<ul style="list-style-type: none"><li>• Recruitment<ul style="list-style-type: none"><li>◦ Social &amp; Digital Recruitment Overview</li><li>◦ Social Amplification</li><li>◦ Pop Up Support Social Best Practices</li><li>◦ Online Pop Up Support Details</li><li>◦ Online Activation Best Practices</li><li>◦ In-Store Recruitment</li></ul></li><li>• Communications<ul style="list-style-type: none"><li>◦ Press &amp; Influencer Events</li></ul></li><li>• Consultation &amp; Service<ul style="list-style-type: none"><li>◦ Consultation</li><li>◦ iPad Apps</li><li>◦ Beauty Tech</li><li>◦ Services</li></ul></li><li>• Sampling &amp; Personalization</li></ul>	<ul style="list-style-type: none"><li>• Regional Responsibilities</li><li>• Global Expectations</li><li>• Key Contacts</li></ul>

# 1. Pop Up Concept

Pop Up Concept Introduction:

## My Shade, My Story Café \*

Rendezvous with us at the Estée Lauder My Shade My Story Café –  
where connection meets complexion.

Immerse yourself in a bustling café serving up a flawless range of looks – and café drinks – inspired by your Estée Lauder faves. Surround yourself with beauty enthusiasts who love finding community as much as they love finding their perfect shade.

Make yourself at home in this open and inviting space. Grab a spot in the Sip 'n Share Lounge and uncover the #trending complexion of your skin's dreams. Then treat yourself to a one-on-one consultation with our Shade Baristas. Explore the science and craftsmanship behind our extensive makeup line using our Virtual Try-On technology. Or just Play It Up at our interactive wall where you can brew new connections and embrace the power of diverse beauty stories.

Then snap it, share it, show us how you wear it... capture the moment in our Expressions of Hue Photobooth. Take home the memories, along with samples of your new must-have staples.

Whether your go-to order is a Science-Powered Glow or a High-Performance Matte...  
At Estée Lauder's My Shade My Story Café, you'll find inspiration, connection and self-expression, not to mention new ways to slay all-day.



# Core Pop Up Products

Primary



Double Wear Stay-in-Place  
Makeup



Futurist SkinTint Serum  
SPF20



Futurist Hydra Rescue Moisturizing  
Makeup SP45  
(West)



Futurist Aqua Brilliance  
Makeup SPF20  
(East)

Secondary



Futurist Soft Touch  
Brightening Skincealer



Futurist Watery  
Glow Primer



Double Wear Soft Glow  
Matte Cushion Makeup  
(East)



Double Wear Second Skin  
Blur Cushion Makeup  
(East)



Double Wear Stay-in-Place  
Matte Powder Foundation



Double Wear  
Smooth & Blur  
Primer

★ = key visual

## OVERVIEW

# Pop Up Strategy



Craft an Inspiring Face Pop Up showcasing our Face Authority Experience our Hero Double Wear and Futurist foundation along with a curated selection of complexion products.

Engage and educate guests through interactive experiences, leaving them converted and delighted by the transformative potential of our lineup.

\*Pop up name is legally approved for global usage

1

Recruit new and excite existing customers into the Estée Lauder My Shade, My Story Café\* with disruptive, interactive, and playful retail animation.

2

Introduce a selection of complexion products at fun stations to inspire play and elevate our face authority. Educate consumers on the power of Skinification and help them find their perfect match. Share product benefits and story tell through Beauty Services, create link sell opportunities through full looks.

3

Reinforce conversion driving Beauty Technology with tools for Foundation Shade detection, Virtual Try-On, and Look Creation woven throughout the environment.

## Estée Lauder My Shade, My Story Café\*



\*Pop up name is legally approved for global usage



# Consumer Journey

PHASE

RECRUIT / ATTRACT  
(GREET)

CONNECT / EDUCATE  
(MEET)

CONVINCE / CONVERT  
(TREAT)

DISCOVER / RETAIN  
(COMPLETE)

SOCIAL

VM

COLLATERAL

STORYTELLING

DEMO

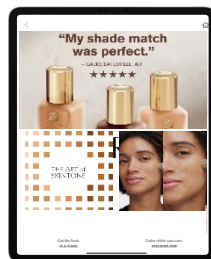
TECHNOLOGY

SERVICE

SOCIAL

SAMPLING

LOYALTY



EXPERIENCE

- SOCIAL & DIGITAL RECRUITMENT
  - Feed & Stories
  - 1: MANY Livestream
  - 1:1 Virtual Consultations
  - Email
- NEW DISRUPTIVE VM
- IN-STORE ANIMATION
  - NEW Asset Library
- ESTÉE AT YOUR SERVICE BEAUTY SERVICE MENU & BEAUTY ADVISOR HOOKS

- CONSULTATION STORYTELLING TOOLS:
  - In-Store Experience App
  - Digital Trend Report
- PRODUCT DEMONSTRATIONS
  - Formula swatches, torture test demos, and benefit conversations
- "MAKEUP THAT POWERS YOU" STORYTELLING FOR NEW CUSTOMERS

- INTRODUCE OUR IMPRESSIVE SHADE MATCHING TECHNOLOGY HIGHLIGHTING DOUBLE WEAR
  - iMatch™ Virtual Shade Expert
- SERVICES
  - Offer our Flawless Face service featuring Double Wear and Futurist makeup
  - Complexion Closet Foundation Wardrobing

- SOCIAL SHARING / FOLLOWING
  - Experiential moment & photo ops
  - Invitation to follow Beauty Advisor and @esteelauder #DoubleWear #FuturistMakeup
- SAMPLING
  - 10-day foundation samples
- PERSONALIZATION
  - Gifting
- 2<sup>ND</sup> VISIT RECRUITMENT
  - Virtual Consultations / Masterclass Invitation
  - In-store Services

- CLIENTELLING / E-LIST LOYALTY



## OVERVIEW

# Pop Up Consumer Journey

**1. INVITE & ATTRACT**

UTILIZE DISRUPTIVE VM IN-PERSON AND ENGAGING SOCIAL POSTS ONLINE TO ATTRACT AND RECRUIT CONSUMERS.

**2. WELCOME: SIP 'N SHARE LOUNGE**

STEP INTO OUR SIP N' SHARE LOUNGE, WHERE YOUR COMPLEXION JOURNEY MERGES SEAMLESSLY WITH MEANINGFUL CONNECTIONS. RECEIVE A TOKEN TO REDEEM YOUR COMPLIMENTARY EL BEVERAGE.

**3. DELIGHT: CAFÉ BAR**

DRINKS INSPIRED BY YOUR ESTÉE LAUDER FAVES.

**4. DISCOVER: COMPLEXION BAR**

FIND YOUR FINISH, START YOUR STORY. STYLE YOUR PERFECT COMPLEXION USING THE PORTFOLIO OF ESTÉE LAUDER FACE AND LIP PRODUCTS.

**5. CONSULTATION: SHADE BARISTA CONSULTATION**

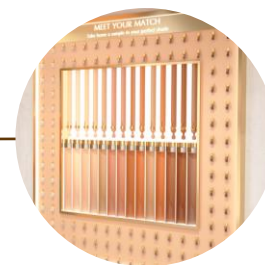
GET A PERSONALIZED CONSULTATION WITH OUR SHADE BARISTAS & iMATCH™ VIRTUAL TRY ON TECHNOLOGY.

**6. CAPTURE: EXPRESSIONS OF HUE PHOTO BOOTH**

SNAP. SHARE. REPEAT. CAPTURE THE MOMENT AND EXPRESS YOUR TRUE HUE.

**7. INTERACT: PLAY IT UP WALL**

BREW A CONNECTION. SHARE YOUR STORY.

**9. SAMPLING: MEET YOUR MATCH**

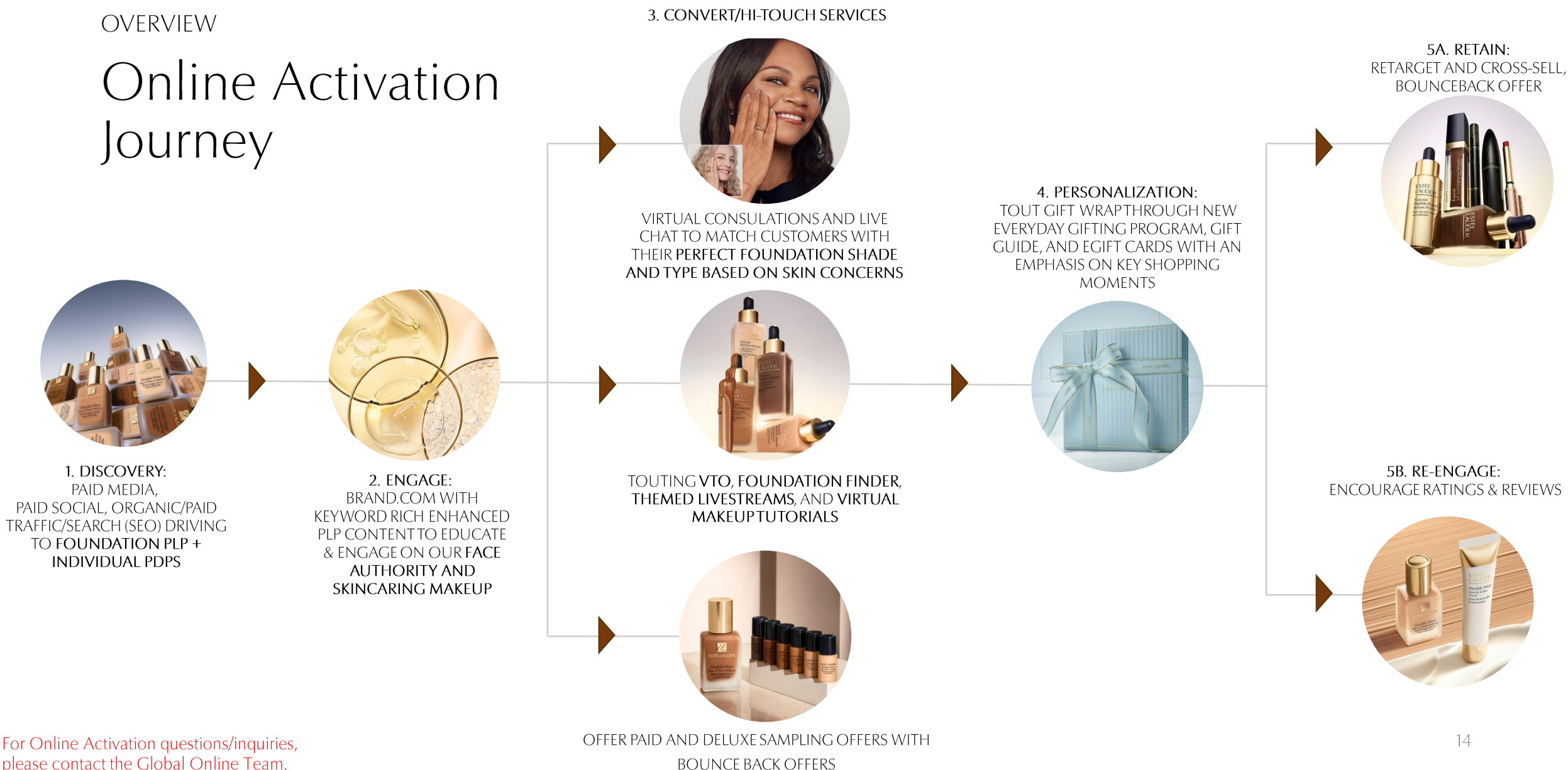
TAKE HOME A SAMPLE IN YOUR PERFECT SHADE.

**10. GIFTING: SAY IT WITH A GIFT**

EVERY GIFT SPARKS A STORY. AND IT ALL BEGINS WITH YOU.

## OVERVIEW

# Online Activation Journey



## Overview

### ZONING

1. MAIN ENTRANCE
2. SIP 'N SHARE LOUNGE  
Where complexion meets connection.
3. COMPLEXION BAR  
Find your finish, start your story.
4. EXPRESSIONS OF HUE PHOTOBOOTH  
Snap. Share. Repeat.
5. CAFÉ ALL-DAY  
Drinks inspired by your Estée Lauder faves.
6. PLAY IT UP WALL  
Brew a connection. Share your story.
7. SHADE BARISTA CONSULTATION  
Get a personalized consultation with our Shade Baristas & iMatch™ Virtual Try On Technology.
8. MEET YOUR MATCH  
Take home a sample in your perfect shade.
9. SAY IT WITH A GIFT  
Every gift sparks a story. And it all begins with you.





## 1. INVITE & ATTRACT

UTILIZE DISRUPTIVE VM IN-PERSON AND ENGAGING SOCIAL POSTS ONLINE TO ATTRACT AND RECRUIT CONSUMERS.



My Shade My Story  
Café

CAFÉ ALL-DAY

ESTÉE LAUDER

MY SHADE MY STORY



## 1. INVITE & ATTRACT

UTILIZE DISRUPTIVE VM IN-PERSON AND ENGAGING SOCIAL POSTS ONLINE TO ATTRACT AND RECRUIT CONSUMERS.



\*ALL HIGHLIGHTED COPY IS LEGALLY APPROVED FOR GLOBAL USAGE



2. WELCOME: SIP 'N SHARE LOUNGE  
STEP INTO OUR SIP N' SHARE LOUNGE, WHERE YOUR  
COMPLEXION JOURNEY MERGES SEAMLESSLY WITH  
MEANINGFUL CONNECTIONS.





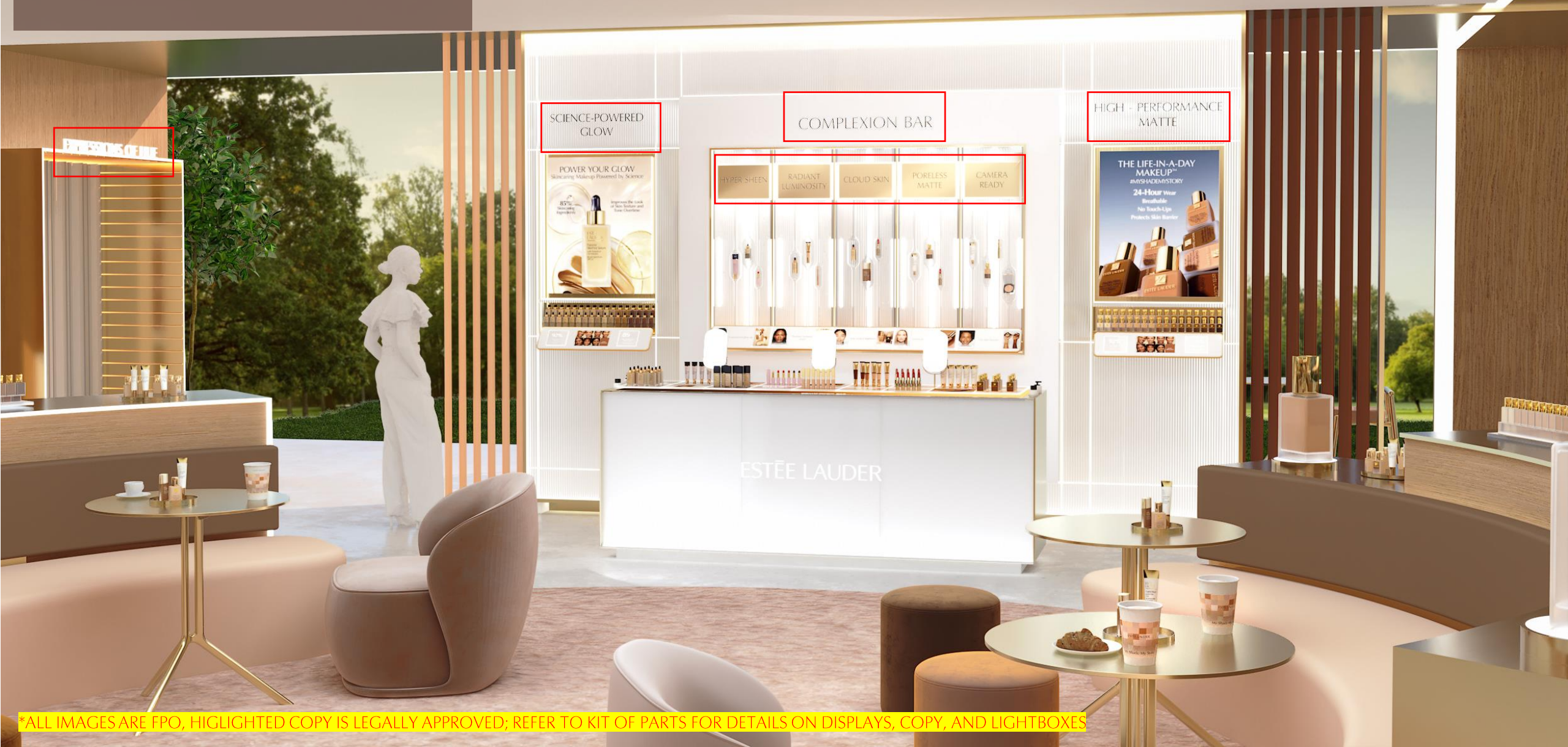
2. WELCOME: SIP 'N SHARE LOUNGE  
STEP INTO OUR SIP N' SHARE LOUNGE, WHERE YOUR  
COMPLEXION JOURNEY MERGES SEAMLESSLY WITH  
MEANINGFUL CONNECTIONS.



\*ALL IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS ON DISPLAYS, COPY, AND LIGHTBOX



3. DISCOVER: COMPLEXION BAR  
FIND YOUR FINISH, START YOUR STORY.  
STYLE YOUR PERFECT COMPLEXION USING THE PORTFOLIO OF  
ESTÉE LAUDER FACE PRODUCTS.



\*ALL IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS ON DISPLAYS, COPY, AND LIGHTBOXES



### 3. DISCOVER: COMPLEXION BAR

FIND YOUR FINISH, START YOUR STORY.

STYLE YOUR PERFECT COMPLEXION USING THE PORTFOLIO OF ESTÉE LAUDER FACE PRODUCTS.

#### SCIENCE-POWERED GLOW



#### COMPLEXION BAR



#### HIGH - PERFORMANCE MATTE



ESTÉE LAUDER



### 3. DISCOVER: COMPLEXION POWER YOUR GLOW BAR

Skincaring Makeup Powered by Science  
FIND YOUR FINISH, START YOUR  
STORY.

STYLE YOUR PERFECT COMPLEXION,  
USING THE PORTFOLIO OF ESTÉE  
LAUDER FACE PRODUCTS.



\*ALL IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED.

CLAIMS ON THE TABLE SHOULD REFER TO FA24 VM PLAYBOOK FOR RELEVANT REGIONAL CLAIMS. SEE KIT OF PARTS FOR DETAILS ON DISPLAYS, COPY, AND LIGHTBOXES



3. DISCOVER: COMPLEXION BAR  
FIND YOUR FINISH, START YOUR STORY.  
STYLE YOUR PERFECT COMPLEXION USING THE PORTFOLIO OF  
ESTÉE LAUDER FACE PRODUCTS.



 <p>HALE BERRY</p>	<p>SKIN TYPE AGING / DULL</p> <p>SKIN DESIRE PLUMPED</p> <p>FINISH Extreme glow Most luminous finish Radiant skin</p> <p>OCCASIONS BODAL</p>	 <p>HALE BERRY</p>	<p>SKIN TYPE NORMAL / DRY</p> <p>SKIN DESIRE HYDRATED</p> <p>FINISH Natural, dewy glow Supple, hydrated skin</p> <p>OCCASIONS DATE NIGHT</p>	 <p>HALE BERRY</p>	<p>SKIN TYPE NORMAL / DULL</p> <p>SKIN DESIRE BRIGHTENED</p> <p>FINISH Brightens Color corrects Natural skin</p> <p>OCCASIONS PROFESSIONAL</p>	 <p>HALE BERRY</p>	<p>SKIN TYPE NORMAL / DULL</p> <p>SKIN DESIRE BRIGHTENED</p> <p>FINISH Brightens Color corrects Natural skin</p> <p>OCCASIONS PROFESSIONAL</p>	 <p>HALE BERRY</p>	<p>SKIN TYPE TEXTURED / COMBO</p> <p>SKIN DESIRE SMOOTHED</p> <p>FINISH Soft focused blur Velvet matte</p> <p>OCCASIONS A NIGHT OUT</p>	 <p>HALE BERRY</p>
---	--	--	--	---	--	---	--	---	---	---

\*ALL IMAGES AND COPY ARE FPO, REFER TO KIT OF PARTS FOR DETAILS ON PRODUCT, COPY, AND ASSETS

2. WELCOME: SIP 'N SHARE LOUNGE  
STEP INTO OUR SIP N' SHARE LOUNGE, WHERE YOUR  
COMPLEXION JOURNEY MERGES SEAMLESSLY WITH  
MEANINGFUL CONNECTIONS.



\*ALL IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS ON PRODUCT, COPY, ASSETS, AND TECH GUIDELINES



4. CAPTURE: EXPRESSIONS OF HUE PHOTO BOOTH  
SNAP. SHARE. REPEAT.  
CAPTURE THE MOMENT AND EXPRESS YOUR TRUE HUE.



\*ALL HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS ON PHOTO BOOTH OUTPUT

# CAFÉ ALL-DAY

5. DELIGHT: CAFÉ BAR  
DRINKS INSPIRED BY YOUR ESTÉE LAUDER FAVES.

Serving up looks... and café drinks  
inspired by Estée Lauder faves:

DOUBLE WEAR DOUBLE SHOT  
ICED MATCHA  
FUTURIST GLOW-COINO  
PERFECT SHADE LEMONADE  
LUMINOUS-TEA  
24H LONGWEAR LATTE  
PRIME-TIME JUICE BOOST



\*ALL HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS ON PHOTO BOOTH OUTPUT



Serving up looks... and café drinks  
inspired by Estée Lauder faves:

DOUBLE WEAR DOUBLE SHOT

ICED MATTE-CHA

FUTURIST GLOW-CCINO

PERFECT SHADE LEMONADE

LUMINOSI-TEA

24H LONGWEAR LATTE

PRIME-TIME JUICE BOOST

5. DELIGHT: CAFÉ BAR  
DRINKS INSPIRED BY YOUR ESTÉE LAUDER FAVES.



\*ALL HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR COPY DETAILS

5. DELIGHT: CAFÉ BAR  
DRINKS INSPIRED BY YOUR ESTÉE LAUDER FAVES.



\*REFER TO KIT OF PARTS FOR CUP DESIGN GUIDELINE DETAILS



6. INTERACT: PLAY IT UP WALL  
BREW A CONNECTION. SHARE YOUR STORY.



Serving up looks... and café drinks  
inspired by Estée Lauder faces.

## 7. CONSULTATION: SHADE BARISTA CONSULTATION

GET A PERSONALIZED CONSULTATION WITH OUR SHADE  
BARISTAS & IMATCH VIRTUAL TRY ON TECHNOLOGY



\*ALL IMAGES ARE FPO, REFER TO THE KIT OF PARTS FOR ASSET AND PRODUCT GUIDANCE IN THE NICHE HIGHLIGHTED



8 & 9

SAMPLING: MEET YOUR  
MATCH

TAKE HOME A SAMPLE IN YOUR  
PERFECT SHADE.

GIFTING: SAY IT WITH A  
GIFT

EVERY GIFT SPARKS A STORY. AND  
IT ALL BEGINS WITH YOU



\*HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR EVERYDAY GIFTING DETAILS



## 7. CONSULTATION: SHADE BARISTA CONSULTATION

GET A PERSONALIZED CONSULTATION WITH OUR SHADE  
BARISTAS & IMATCH VIRTUAL TRY ON TECHNOLOGY



\*ALL IMAGES ARE FPO, REFER TO THE KIT OF PARTS FOR ASSET AND PRODUCT GUIDANCE IN THE NICHE HIGHLIGHTED

## Medium Scale Truck



## 1. INVITE & ATTRACT

UTILIZE DISRUPTIVE VM IN-PERSON AND ENGAGING SOCIAL POSTS ONLINE TO ATTRACT AND RECRUIT CONSUMERS.



\*IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS



SIP 'N SHARE LOUNGE  
CONSULTATION  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
INTERACTIVE WALL  
CAFÉ BAR



\*IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS

SIP 'N SHARE LOUNGE  
CONSULTATION  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
INTERACTIVE WALL  
CAFÉ BAR

REW A CONNECTION. SHARE YOUR STORY

PRESSIONS OF HUE  
PHOTOBOOTH

PICK UP  
HERE

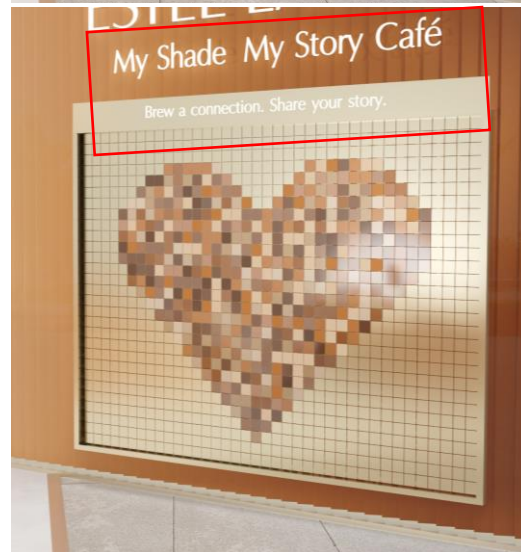
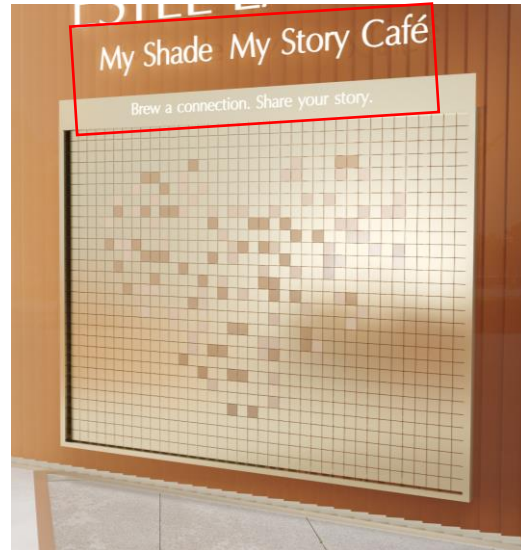
\*IMAGES ARE FPO, HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS



SIP 'N SHARE LOUNGE  
Global Retail CONSULTATION Mybook: My Shade, My Story Café  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
INTERACTIVE WALL  
CAFÉ BAR

ESTÉE LAUDER

FALL '24



\*HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS

## Small Scale Cart



SIP 'N SHARE LOUNGE  
DIGITAL CONSULTATION  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
CAFÉ BAR



ESTÉE LAUDER  
My Shade My Story Café

CAPTURE THE MOMENT

Living up to you... and  
Lift above inspired by  
Estée Lauder Skin.

ESTÉE LAUDER

\*HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS



SIP 'N SHARE LOUNGE  
DIGITAL CONSULTATION  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
CAFÉ BAR



\*HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS



SIP 'N SHARE LOUNGE  
DIGITAL CONSULTATION  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
CAFÉ BAR



# ESTÉE LAUDER

## My Shade My Story Café

Serving up looks... and  
café drinks inspired by  
Estée Lauder lives:

DOUBLE WEAR DOUBLE SHOT  
EUD MATHCASH  
EUD MATHCASH  
PERFECT MAKEUP LIPGLOW  
LIPGLOW TEA  
EUD MATHCASH LATTE  
EUD MATHCASH BOOSTER

ESTÉE LAUDER

\*HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS

SIP 'N SHARE LOUNGE  
DIGITAL CONSULTATION  
PRODUCT DISCOVERY  
PHOTO BOOTH/MOMENT  
CAFÉ BAR

CAPTURE THE MOMENT



\*HIGHLIGHTED COPY IS LEGALLY APPROVED; REFER TO KIT OF PARTS FOR DETAILS



## 2. Kit of Parts

How to Use Guide

# How to use the Kit of Parts

The VM Outpost is the main source of inspiration for execution. When it is not possible to execute the larger scale design, markets should combine individual elements to accommodate their local constraints.

In this section we present the following Designs & Assets:

- VM Elements & Supporting Guidelines
  - Walls & Booths
  - Tables & Podiums
  - Furniture
  - Hero Props
- VM Execution Examples
- Assets

1

## Definition of Pop Up & KPIs

Define location, budget, space constraints, KPIs, consumer-journey, target consumer, and all necessary

2

## Selection of Parts

When location & budget are established, markets can select the scale and execution style that best fits the space and activation KPIs.

3

## Execution of Pop Up

Markets should follow global design direction when possible. Some elements have DTOs available upon request. Please contact your regional counterparts for details.



How to Use Guide

# How to use the Kit of Parts

1. Select the elements needed
2. Combine to create your desired level of execution
3. Fabricate

Cart

Podium Cluster

Factices

Graphics Panel

Small Scale Cart



Kit of Parts

# MENU

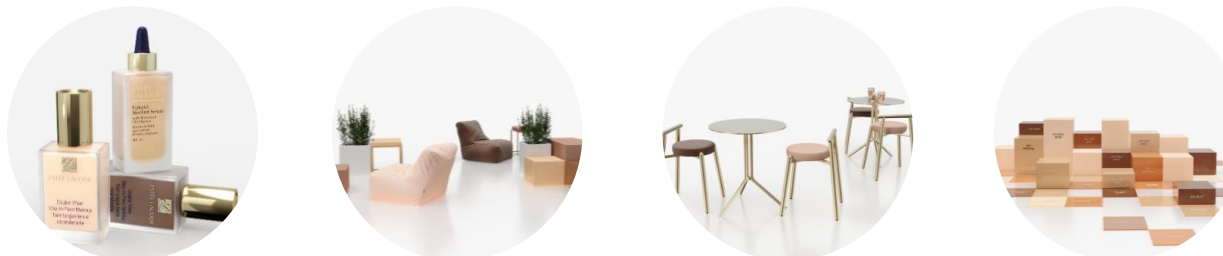
Walls & Booths



Tables & Podiums



Hero Props & Furniture

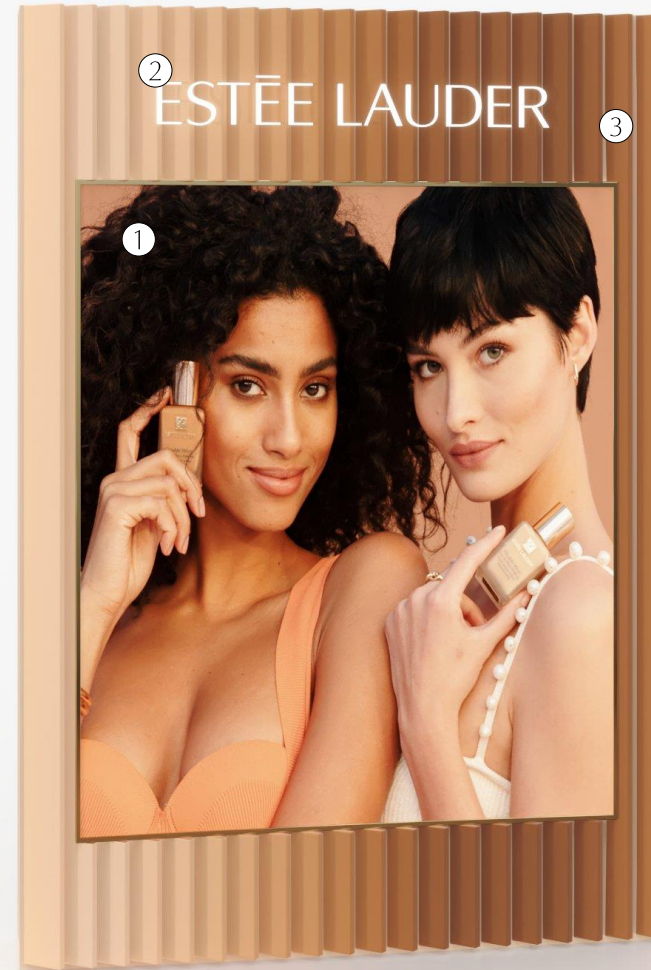




Walls & Booths

# GRAPHICS PANEL

1. Illuminated Hero Visual in Gold Framed Panel
2. Illuminated Logo
3. Wall Paneling



## Walls & Booths

# SAMPLING STATION

1. Illuminated tagline and Logo
2. Gold Framed Wall
3. Mini Bottle Product Repetition
4. Dramming pipette
5. Skin tone gradient 3D panel
6. Wall paneling





## Walls &amp; Booths

# PLAY IT UP DIGITAL WALL

1. Illuminated tagline and Logo
2. Gold Framed Wall
3. LED Screen
4. Wall paneling



## Walls &amp; Booths

## GIFTING

1. Illuminated tagline and Logo
2. Shade colored panels
3. EDG sets
4. Ribbon printer compartment
5. Wall paneling





## Walls &amp; Booths

## Gifting Guidelines



## Gifting Guidelines:

- Utilize Café tones for offset panels
- Ensure use of core pop up products for gifting sets

## DO

- Follow global gifting guidelines for direction on how to prop and merchandize area
- Use global gifting collateral

## DON'T

- Use locally sourced gifting collateral
- Add locally sources propping elements like ribbons, balloons etc
- Use gift bags as carry bags for café offerings

Walls & Booths

## PLAY IT UP WALL

1. Illuminated tagline and Logo
2. Message grid wall panels
3. Message flip pad
4. Wall paneling





Pop Up Execution Guideline

## PLAY IT UP WALL MECHANICS

Guests can flip the gold panel to reveal a writing pad suitable for leaving an empowering note or short story.

Beauty advisors on staff can hand out high quality ball point pens with black ink to encourage sharing.



## Walls &amp; Booths

COMPLEXION  
BAR

1. Edge illuminated fluted panel
2. Key visuals and signage
3. Product display
4. Product niches
5. Info bar
6. Wall paneling



\*Markets to display relevant priority products

\*\*See following slides for copy, asset, and product details



## Walls &amp; Booths

## Complexion Bar - Signage Images and Copy\*

- Lightboxes (DW SIP and FUT skintint) should follow global suggested images
- Model images on the small panels: if regions/markets wish to use other model images please seek Global approval
- Product shots on small panels can be adapted regionally, but must reflect the products used for the look

1. Signage over Futurist lightbox (left)	SCIENCE-POWERED GLOW
2. Zone Name (center)	COMPLEXION BAR
3. Signage over Double Wear lightbox (right)	HIGH-PERFORMANCE MATTE
4. Futurist lightbox headline copy  <i>Headline copy is for for popup only; Claims should reference FA24 VM guideline.</i>	Skincaring Makeup
5. Double Wear Lightbox headline copy  <i>Headline copy is for for popup only; Claims should reference FA24 VM guideline.</i>	Flawless Longwear



\*Copy is legally approved for global usage

Walls & Booths

Complexion Bar – Wardrobing Copy\*  
(CHINA/APAC Only)

Title:	Sub-copy: <i>*can be displayed below the title</i>
1. Hyper Sheen	A pearlescent glow up
2. Radiant Luminosity	Plumped, hydrated, supple
3. Softly Bright	Even toned & brightened
4. Poreless Matte	Velvety blur-faction
5. Camera Ready	No filter flawless



\*Legally approved for consumer facing usage in China/APAC only



Walls & Booths

Complexion Bar – Wardrobing Copy\*  
(NOAM/EMEA/UK/LATAM Only)

Title:	Sub-copy: <i>*can be displayed below the title</i>
1. Hyper Sheen	An ultra-natural glow up
2. Radiant Luminosity	Plumped & hydrated radiance
3. Cloud Skin	A seamless matte marvel
4. Poreless Matte	Velvety blur-fection
5. Camera Ready	No filter flawless

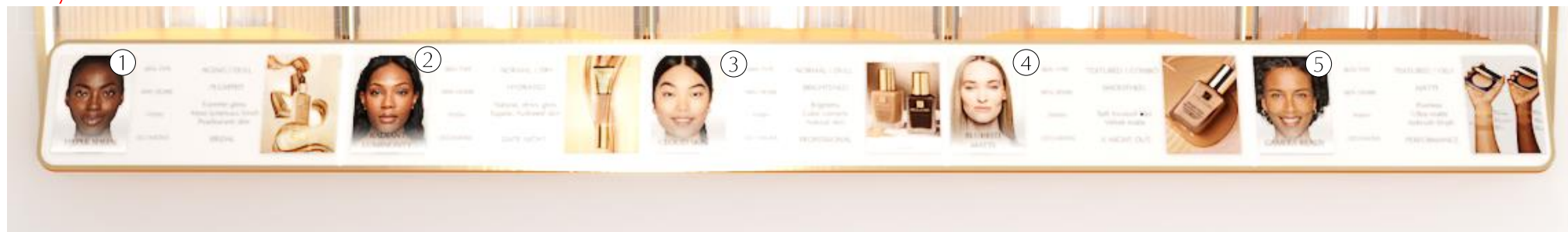


\*Legally approved for consumer facing usage in NOAM/EMEA/UK/LATAM only

## Walls &amp; Booths

## Complexion Bar – Wardrobing Copy & Product Pairings\*

(CHINA/APAC Only)



FINISH NAME*	1. Hyper Sheen	2. Radiant Luminosity	3. Cloud Skin	4. Poreless Matte	5. Camera Ready
FINISH DESCRIPTION*	A pearlescent glow up	Plumped, hydrated, supple	Even toned & brightened	Velvety blur-faction	No filter flawless
SKIN DESIRE	My skin, but better	Plumped & hydrated/hydrated supple skin	Diffused matte/ Even toned & brightened	Smoothed & burred	Flawless matte
COVERAGE	Light coverage	Medium to full coverage	Sheer to light coverage	Full coverage	Full coverage
OCCASIONS	Off-duty weekend	Date night	Work or play	Night Out	Special Occasion
PRODUCTS	Futurist Watery Glow Primer + Futurist Aqua Brilliance	Futurist Peptide-Power Primer + Futurist Aqua Brilliance	Double Wear Smooth and Blur Primer + DW Second Skin Blur Cushion	Double Wear Smooth and Blur Primer + DW Second Skin Soft Matte Cushion	Double Wear Smooth & Blur Primer + DW SIP Foundation + DW SIP Matte Powder
LIP	Crystal Balm	Pure Color Explicit Shine	Pure Color Crème	Pure Color Matte	Pure Color Explicit Matte

\*Finish name and description approved for consumer facing use in China and APAC; all other copy is for internal inspiration only. Product images should reflect the hero products used for the look. Please refer to [ASC Link](#) for relevant model and product shots. If regions/markets wish to use other model images please seek Global approval



Walls & Booths

Complexion Bar – Wardrobing Copy & Product Pairings\*  
(NOAM/EMEA/UK/LATAM Only)



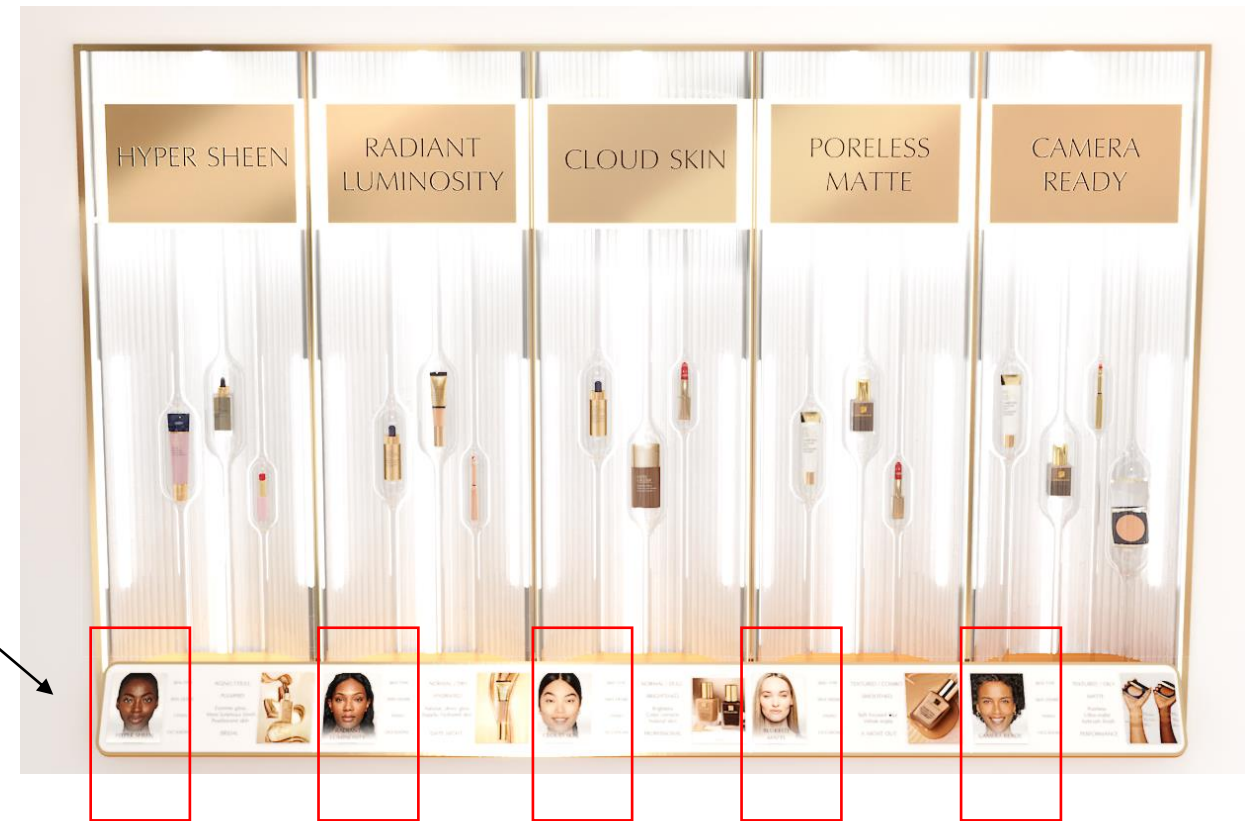
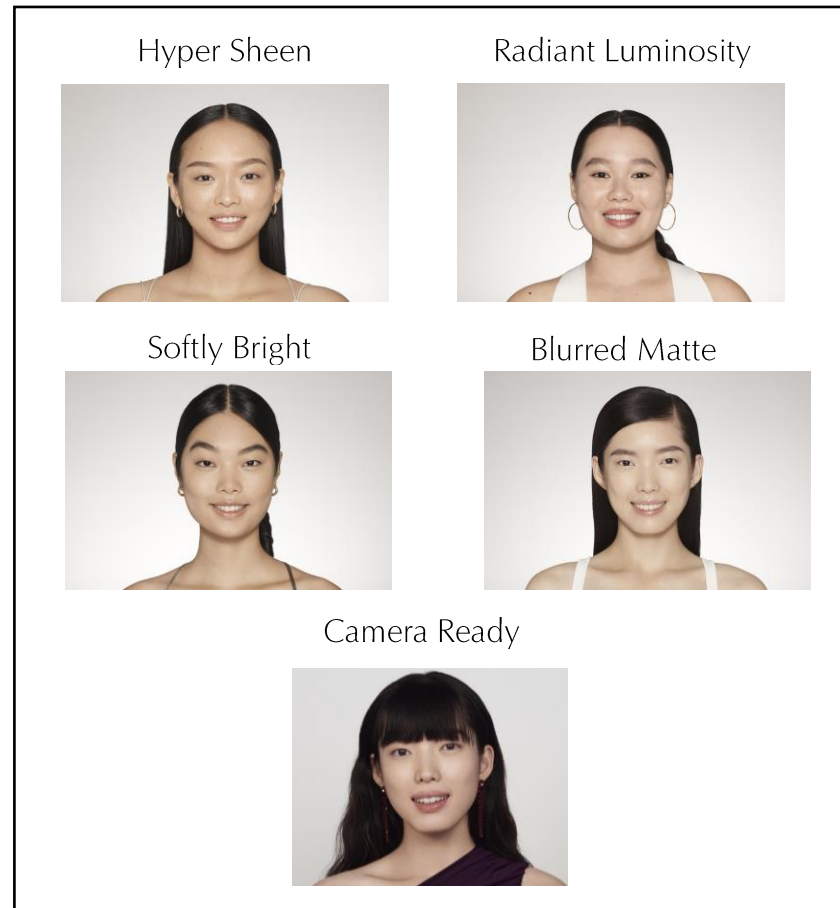
FINISH NAME*	1. Hyper Sheen	2. Radiant Luminosity	3. Cloud Skin	4. Poreless Matte	5. Camera Ready
FINISH DESCRIPTION*	An ultra-natural glow up	Plumped & hydrated radiance	A seamless matte marvel	Velvety blur-fection	No filter flawless
SKIN DESIRE	My skin, but better	Plumped & hydrated	Naturally seamless	Smoothed & blurred	Flawless Matte
COVERAGE	Light coverage	Medium to full coverage	Sheer to light coverage	Full coverage	Full coverage
OCCASIONS	Off-duty weekend	Dinner date	Work or play	Night Out	Special Occasion
PRODUCTS	Futurist Watery Glow Primer + Futurist Skintint	Futurist Peptide-Power Primer + Futurist Hydra Rescue	Futurist Peptide-Power Primer + Double Wear Sheer	Double Wear Smooth and Blur Primer + DW SIP Foundation	Double Wear Smooth & Blur Primer + DW SIP Powder
LIP	Crystal Balm	Pure Color Explicit Shine	Pure Color Crème	Pure Color Matte	Pure Color Explicit Matte

\*Finish name and description approved for consumer facing use in NOAM/EMEA/UK/LATAM; all other copy is for internal inspiration only.  
Product images should reflect the hero products used for the look. Please refer to [ASC Link](#) for relevant model and product shots.  
If regions/markets wish to use other model images, please seek Global approval

## Walls &amp; Booths

## Complexion Bar (Model assets)

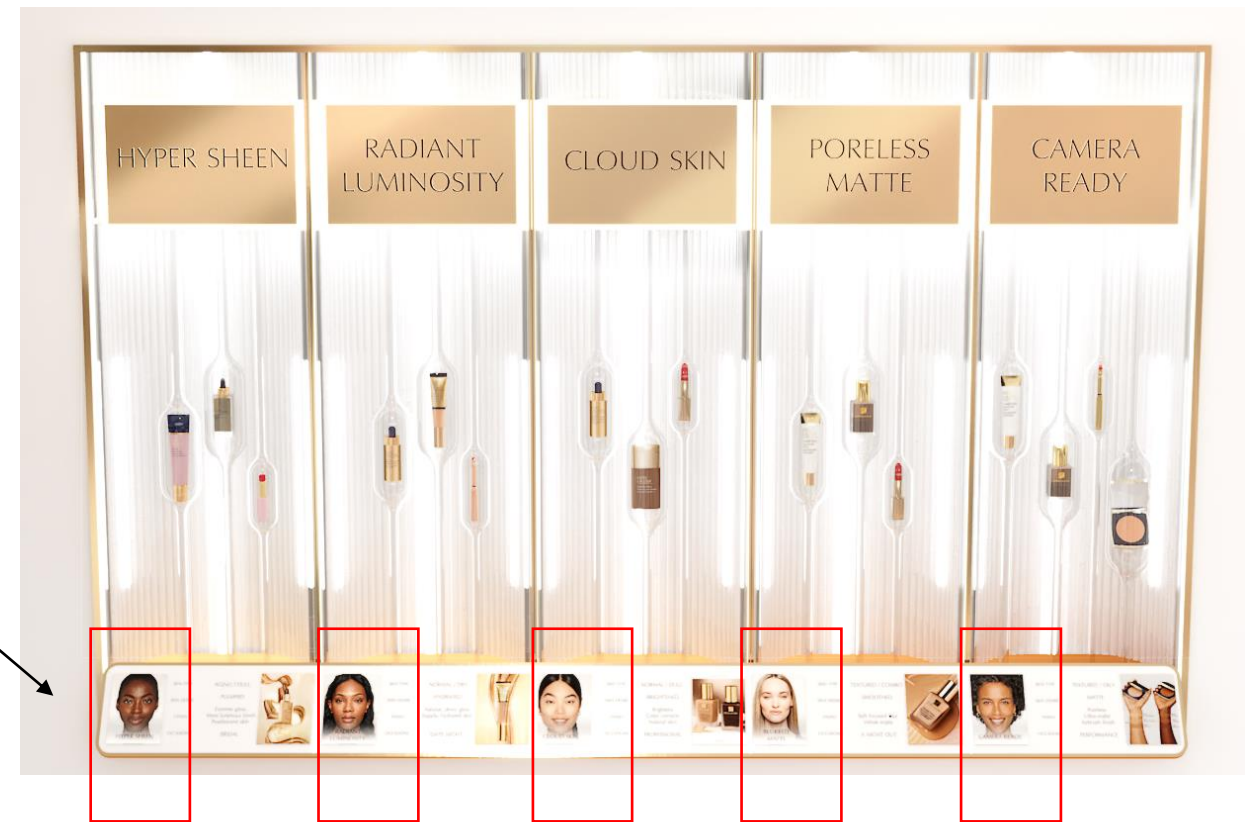
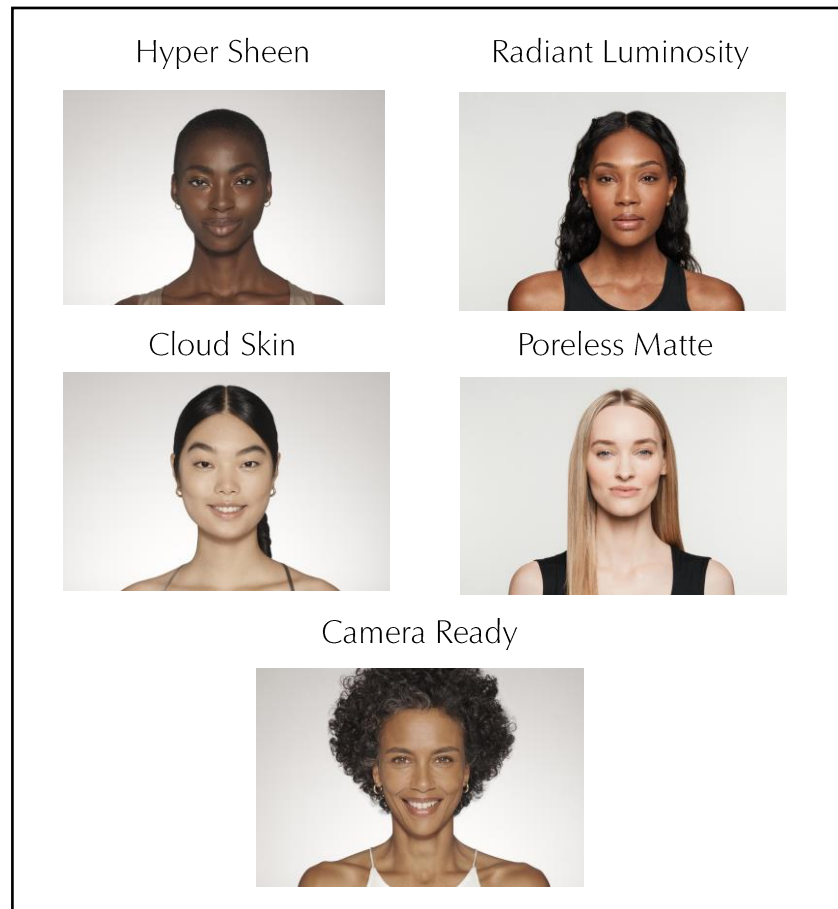
CHINA/APAC Only



Please refer to [ASC Link](#) for relevant model shots. If regions/markets wish to use other model images please seek Global approval.



## Walls &amp; Booths

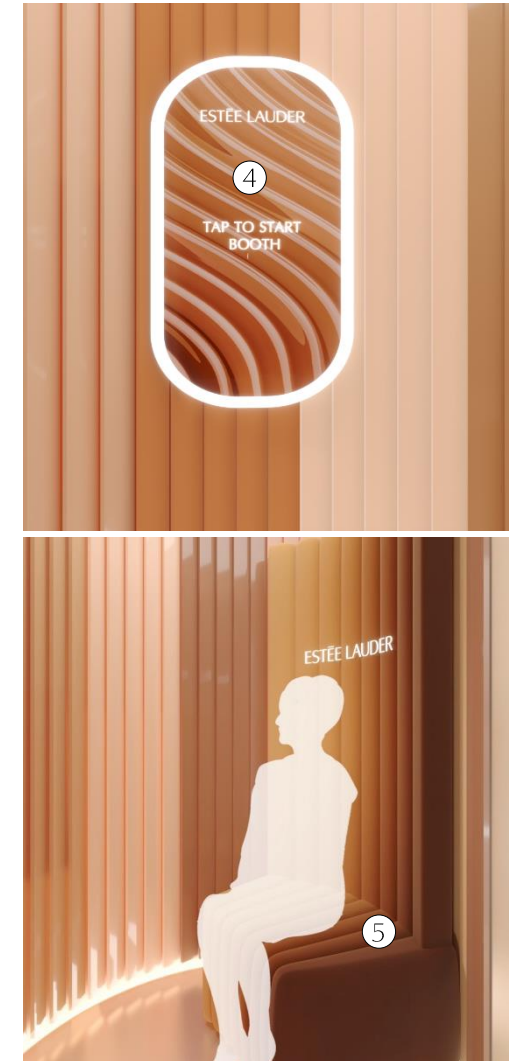
Complexion Bar (Model assets)  
NOAM/EMEA/UK/LATAM Only

Please refer to [ASC Link](#) for relevant model shots. If regions/markets wish to use other model images please seek Global approval.

## Walls &amp; Booths

# EXPRESSIONS OF HUE PHOTO BOOTH

1. Illuminated logo and CTA
2. Gold framed entrance with sliding curtain
3. Photo outlet
4. Interactive Magic Mirror
5. Loveseat with Logo



## Walls & Booths

### Expressions of Hue Photo Booth Execution Guideline

This engaging photo booth concept is a play on the Art of Skintone videos. What makes you, you?

The tech screen is a wall of shades and shade colors, linking back to our grid.

Consumers would go into the photo booth, where they would see pre-set descriptors to select along with space to add in their personal details and shade number.

Those images would start randomly populating into the grid on the pop up wall – filling the wall with personal shade stories.

### Photo Booth Capture Execution Guideline



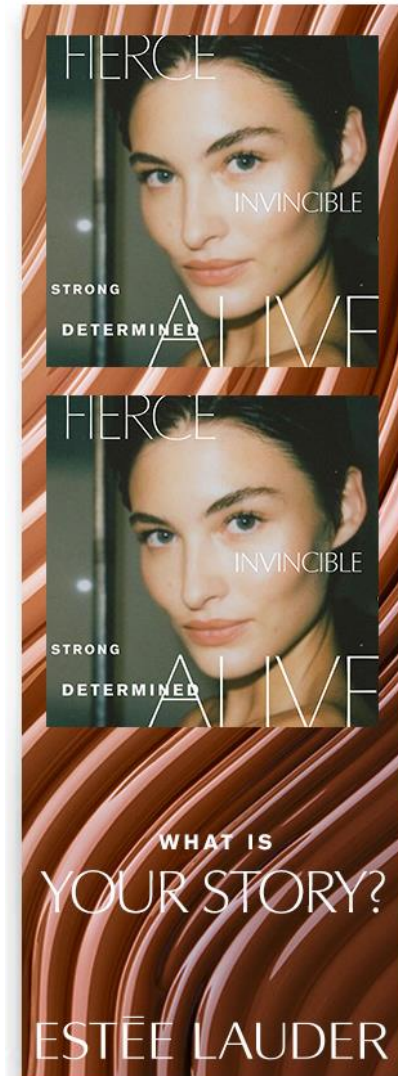
### Inspiration





## Walls & Booths

### Photo Booth Strip Design



## Walls &amp; Booths

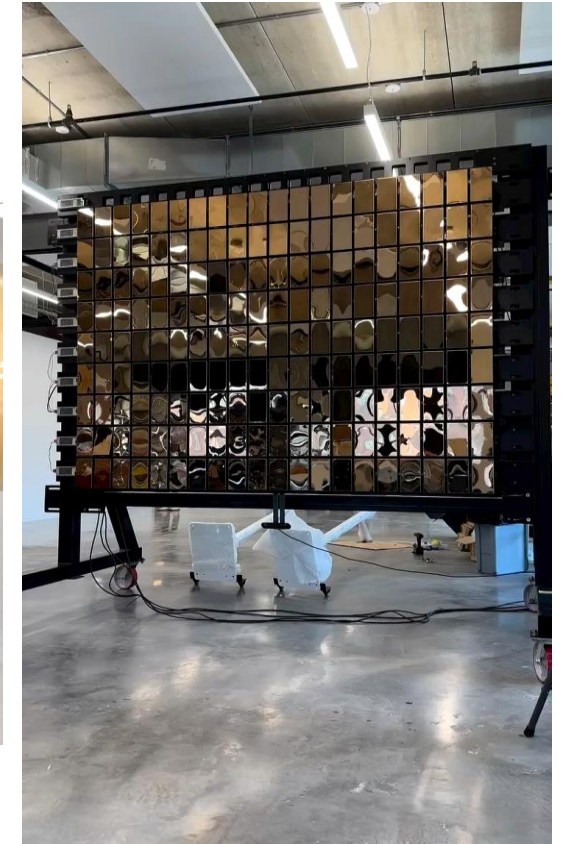
# Play It Up Wall

This engaging photo booth concept is a play on the Art of Skintone videos. What makes you, you?

The tech screen is a wall of shades and shade colors, linking back to our grid.

Consumers would go into the photo booth, where they would see pre-set descriptors to select along with space to add in their personal details and shade number.

Those images would start randomly populating into the grid on the pop up wall – filling the wall with personal shade stories.



Inspiration

## Walls &amp; Booths

## CAFÉ BAR

1. Wall menu
2. Canopy
3. Key visual lightbox
4. Coffee machine and cups compartment
5. Wall niches with coffee grinders
6. Illuminated logo panel





## Walls & Booths

### Café Bar - Copy

#### Wall Copy:

Serving up looks... and café drinks inspired by  
Estée Lauder faves:

#### Drink Items:

Double Wear Double Shot \_\_\_\_\_

Iced Matte-cha \_\_\_\_\_

Futurist Glow-ccino \_\_\_\_\_

Perfect Shade Lemonade \_\_\_\_\_

Luminosi-Tea \_\_\_\_\_

24H Longwear Latte \_\_\_\_\_

Prime-Time Juice Boost \_\_\_\_\_



\*Note: All copy is legally approved for global usage.

## Walls & Booths

## Café Bar Guidelines

Regions to source drink items locally based on the implications of each play on names guided by global copy.

Global suggested drinks below:

1. Double Wear Double Shot (Double Shot Espresso)
2. Iced Matte-cha (Matcha latte)
3. Futurist Glow-ccino (Cappuccino)
4. Perfect Shade Lemonade (Lemonade)
5. Luminosi-tea (Iced or hot teas)
6. 24H Longwear Latte (Hot or iced latte)
7. Prime-time Juice Boost (Flavored juice)

For food items, please contact the Creative team with proposals.



## “Shade Barista” Activation Accessory



PANTONE P 36-10 C

### Accessory Guidelines:

- Canvas apron in shades of khaki/tan/brown to correspond with Double Wear/Futurist liquid makeup shades
- Embossed leather panel with classic Estée Lauder logo

### DO

- Emboss logo as shown
- Obtain high quality apron made from **responsibly sourced** material.
- Ensure apron clean and crease free.
- Use PANTONE P 36-10 C color for the apron or closest match

### DON'T

- Screen or embroider logo on apron
- Offer Apron as a gift or take away
- Source apron with visible branding from manufacturer



## Estée Lauder Logo Stencil for Coffee Drinks

### DO:

- Use EL Cartouch stencil shown
- Clean stencil after each use

### DON'T:

- Use full text ESTÉE LAUDER logo
- Use any other logo or message for this stencil
- Use this stencil for any other reason
- Give this stencil as a gift or take away



## Coffee Token

### Token Guidelines:

- Welcome guests with a token to redeem their complimentary beverage at the café bar



## Token of Appreciation

### DO:

- Source **sustainable** option
- Ensure token is elevated in appearance
- Add subtle branding
- Ensure TOA is on brand and age appropriate
- Consult with global team on selection

### DON'T:

- Have manufacturers logo or branding visible on TOA
- Add additional messaging to TOA





## Standee Menu of Pop Up Journey

### DO:

- Display in a prominent area
- Use materials shown in the render
- Ensure menu is elevated in appearance
- Consult with global before editing or making any menu additions

### DON'T:

- Use low quality off the shelf menu stand
- Hand write menu
- Add images or icons of menu items
- Add inappropriate / off brand menu items



Menu of Pop Up Journey – Copy

Zone	Title/Description
ZONE 1 / Welcome Center - Lounge	SIP 'N SHARE LOUNGE
	Where complexion meets connection.
ZONE 2 / Wardrobing Area	COMPLEXION BAR
	Find your finish, start your story.
ZONE 3 / Consultation	SHADE BARISTA CONSULTATION
	Get a personalized consultation with our Shade Baristas & iMatch™ Virtual Try On Technology
ZONE 4 / Photo Booth	EXPRESSIONS OF HUE PHOTOBOOTH
	Snap. Share. Repeat.
ZONE 5 / Interactive Wall	PLAY IT UP WALL
	Brew a connection. Share your story.
ZONE 6 / Café Bar (where you order coffee)	CAFÉ ALL-DAY
	Drinks inspired by your Estée Lauder faves.
ZONE 7 / Sampling Wall	MEET YOUR MATCH
	Take home a sample in your perfect shade.
ZONE 8 / Gifting Area	SAY IT WITH A GIFT
	Every gift sparks a story. And it all begins with you.

\*Note: All copy is legally approved for global usage.

## Walls &amp; Booths

## CART

1. Canopy
2. Shelving
3. VTO iPad
4. Coffee machine and cups compartment
5. Menu panel





Walls & Booths

# TRUCK CAMPER

1. Truck
2. Café bar
3. Consultation area
4. Wall paneling



## Tables &amp; Podiums

# CONSULTATION STATION

1. Consultation table
2. Edge Illuminated Mirror with Logo
3. Selfie Light with Phone Stand
4. QR Code sticker linking to VTO\*\*
5. Tray with Product testers  
(refer to Kit of Parts)
6. Hygiene Container and Trash



\*\*Refer to the event experience section of this playbook for VTO guidance

## Tables &amp; Podiums

# DISCOVERY PLAY TABLE

1. Backlit frosted glass front panel with logo
2. Edge illuminated mirrors with Logo
3. Top surface grid with product testers, graphics and claims
4. Alternative counter's front face



\*Markets to display relevant priority products. Product claims on tables should reference FA24 VM guidelines.

\*\*Looks and featured products FPO



Tables & Podiums

# SIP 'N SHARE LOUNGE

1. Curved VM counter and sofa
2. VM display units and testers
3. Café chairs, poufs and tables
4. iPads
5. Round carpet



## Tables & Podiums

# POP UP PODIUM

1. Foundation Launch ADU\*
2. VTO Unit
3. Launch Graphic with Logo
4. Mirror (markets to add a mirror in execution)



\*Markets to display relevant priority products. Leverage ADU in the FA24 VM guidelines.

Hero Props

# HERO PROP INSTALLATION

1. Oversized DW SIP Factice bottle x3





Hero Props

# OUTDOOR FURNITURE

1. Bean bags
2. Planters
3. Stool
4. Modular pedestals



Hero Props

# CAFÉ TABLES & CHAIRS



Hero Props

# SHADE PODIUM CLUSTER

1. Pedestals with assorted shade colors
2. Shade code/name
3. Floor graphic tile





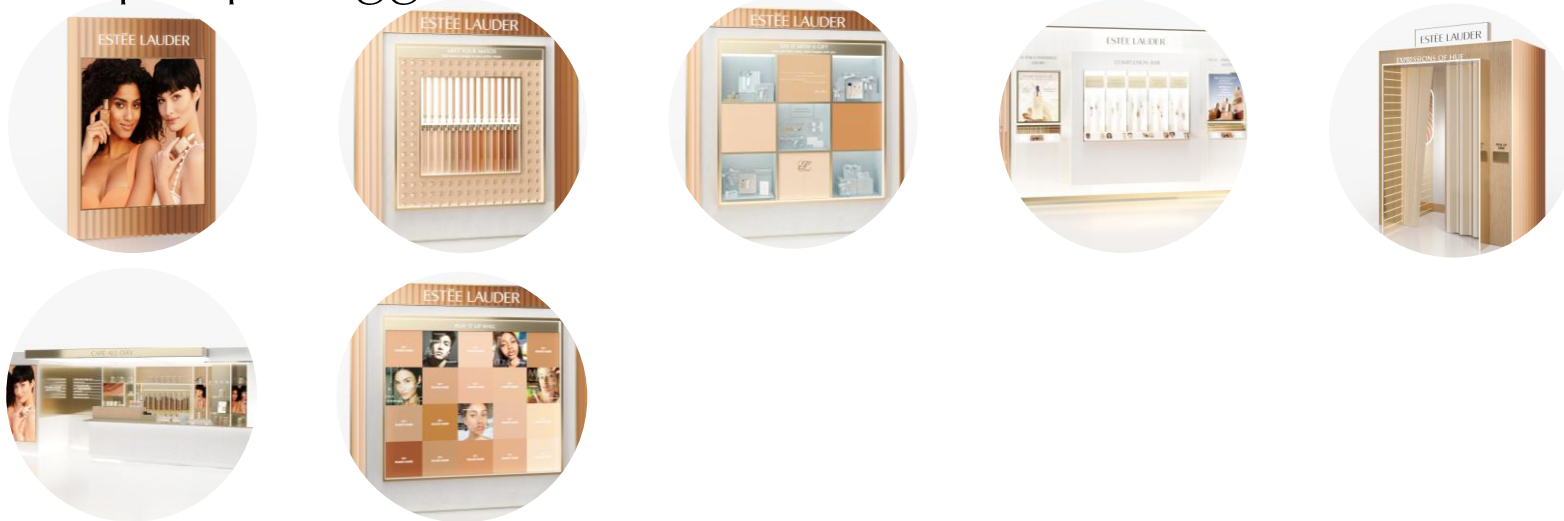
## Execution Examples

This section shows examples of the Kit of Parts elements combined, demonstrating the system's scalability and flexibility. These examples are for reference in regional execution, but many more combinations are possible. Contact the Global VM team for approval if you plan to use new element combinations.

## Execution Examples

## Large Scale Pop Up Suggested Kit of Parts

## Walls &amp; Booths



## Tables &amp; Podiums



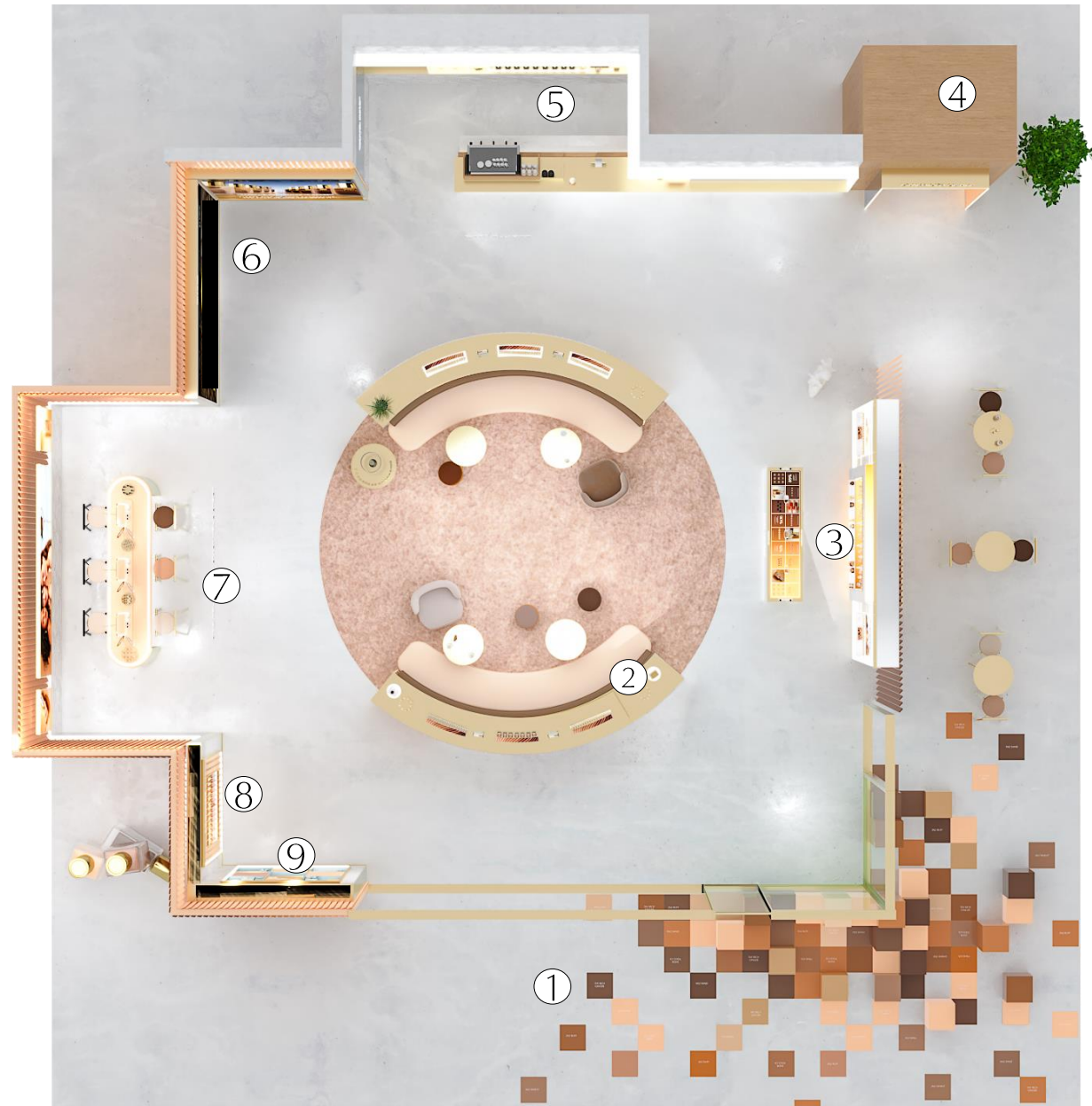
## Hero Props &amp; Furniture



## Execution Examples

# Large Scale Floor Plan

1. MAIN ENTRANCE
2. SIP 'N SHARE LOUNGE  
Where complexion meets connection.
3. COMPLEXION BAR  
Find your finish, start your story.
4. EXPRESSIONS OF HUE PHOTOBOOTH  
Snap. Share. Repeat.
5. CAFÉ ALL-DAY  
Drinks inspired by your Estée Lauder faves.
6. PLAY IT UP WALL  
Brew a connection. Share your story.
7. SHADE BARISTA CONSULTATION  
Get a personalized consultation with our Shade Baristas & iMatch™ Virtual Try On Technology.
8. MEET YOUR MATCH  
Take home a sample in your perfect shade.
9. SAY IT WITH A GIFT  
Every gift sparks a story. And it all begins with you.





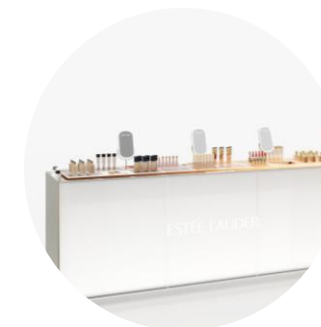
Execution Examples

## Medium Scale Suggested Kit of Parts

Walls & Booths



Tables & Podiums



Hero Props & Furniture



Execution Examples

# Medium Scale



Execution Examples

## Small Scale Suggested Kit of Parts

Walls &  
Booths



Tables &  
Podiums



Hero Props &  
Furniture



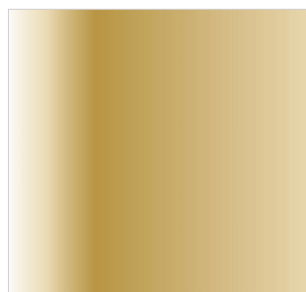


Execution Examples

# Small Scale



# Color & Material Palette



Gold – KURZ 220



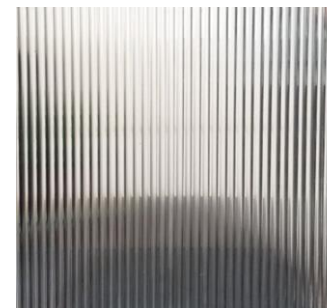
Blond wood



Polished Concrete



Frosted glass



Fluted glass



PANTONE 552 C



PANTONE P 19-9 C



PANTONE P 27-9 C



PANTONE P 36-2 C



PANTONE P 30-3 C



PANTONE P 36-10 C



PANTONE P 36-14 C

### 3. Pop Up Experience



## Recruitment

# Social & Digital Recruitment Overview

\*Global Social & Global Education will provide suggested social captions & guidelines

\*Digital elements will be distributed as part of complete Online site experience package.

## Social Recruitment

- Leverage elevated Beauty Advisor social sharing to recruit customers into store.
- Example Beauty Advisor caption:
  - *"Join us at the My Shade My Story Café and discover your shade of #DoubleWear Stay-in-Place Foundation or Futurist SkinTint! I'm here to find your perfect foundation match whether it's matte or glowy skin– see you soon, #EsteeBeauties! -*
- Tag @esteelauder, #EsteeBeautyAdvisor, #FuturistMakeup and other relevant franchise hashtags
- When relevant, leverage local Brand Handles to drive awareness to the pop up experience – coordinate with Social Managers & Field Team to highlight content in Instagram Stories

## Online Boutique

- Promote In-store pop up through: Email, HP, PLP Header, PLP Tout, & Discover.
- Market Virtual Kits, Makeup Services, & Sampling/ Personalization to drive trial

## Recruitment

## Social Amplification

## Hashtag Approach



- Leverage globally approved hashtags supporting the makeup category and key products:
- **Hashtags:** #MyShadeMyStory #DoubleWear #FuturistMakeup

## Brand Social Recruitment



- Leverage global brand pop up assets to drive awareness and buzz on social channels.
- Channel Activation: Instagram, TikTok & Facebook
- Drive to virtual try on and sampling in store
- Drive to Online Consultation Services ongoing

## Beauty Advisor Activation



- Follow posting guidelines for relevant campaigns
- Leverage pop up concept storytelling to create content inviting customers to the pop up
- Encourage live-posting from the pop up to drive additional traffic and buzz, using appropriate campaign Hashtags & Brand Team Disclosure (#EsteeBeautyAdvisor)
- Channel Activation: Instagram, Facebook, TikTok & WhatsApp (clienteling).
- Utilize VTO at counter (if available)

## Live Pop Up Content Curation



- Capture content during the live pop up, showcasing beautiful VM execution, consumers engaging, and pop up experiences; post to social channels
- Leverage on-site content studio for live pop up streaming.
- Encourage UGC through photo ops & selfie stations

## Recruitment

# Pop Up Support Social Best Practices

- Activate Instagram, TikTok and Facebook
- Consistently leverage the brand hashtags across all posts
- On Instagram, utilize feed & stories – incorporating strong CTAs
- For Instagram Stories ensure to tap into native engagement tactics (e.g., "Will we see you there" Poll (Yes, Definitely!))
- For TikTok, create an pop up video recap
- Click [here](#) for Instagram/TikTok pop up reel example
- If Global Pro Makeup Artist is attending, activate on Artist channel as well

Content Do's:

- Feature product with logo clearly visible
- Set up in a clean, vanity space with bright lighting
- Avoid including consumers in any visuals unless having signed consent forms
- Utilize video & static content to help tell a Stories of the experience

Content Do Not's:

- Showcase a cluttered space / papers /etc.
- Placing competing products in the same post
- Repost consumer content without their consent
- Use imagery of product where it looks smudged/dirty/used





Recruitment

# Live Pop Up Amplification Posting

Local Social Teams to partner with Local Field/ Retail/ Education Team to provide further information on activation. For further post direction and examples, please reach out to the Global Social Team.

TEASE & INVITE CONSUMERS TO THE MY SHADE MY STORY CAFÉ TO DRIVE RELEVANCY AND IRL EXPERIENCES

POST POP UP SPECIFIC ASSETS TO BRAND CHANNEL INVITING FOLLOWERS TO EXPERIENCE



EXAMPLE CAPTION: Join us at the Estee Lauder My Shade My Story Café at [location] on [date & time] for foundation shade matching, a cup of coffee, and connection with other beauty enthusiasts. #MyShadeMyStory #EsteeLauder

INVITE CREATORS TO EXPERIENCE POP UP & POST ABOUT IT ON THEIR CHANNELS



EXAMPLE CAPTION: I had the most amazing time at @esteelauder #MyShadeMyStory Cafe! Check it out at [location] from [date & time]. It's the place to grab your matcha, your foundation shade and connect with others. #DoubleWear #EsteeLauder #Ad 97

## Recruitment &amp; Online Activation

## Online Pop Up Support Details

## Discovery



- Drive traffic from Paid Media/Ads/Social and Organic/Paid Search to Brand.com
- Leverage email & site assets to drive awareness and recruit for the in-store/online pop up
- Leverage PDP content and landing pages to educate on our **Face Authority and Skincaring Makeup**
- Discover article e.g. how to find your perfect foundation, skincare benefits of our foundations
- Leverage Discover to drive traffic to in store pop ups and for recaps after the pop up

## Convert



- Convince and convert with guided selling on the PDP to support discovery and formula preference
- Position Brand.com as a **face makeup destination** through educational tous

## High-Touch Services



- Virtual Consultation, Live Chat, and VTO
- Online Tools: iMatch and foundation finder/quiz, concealer and lip cross sell tool
- Themed livestream pop up
- Omni gifting services available online and in-store
- Free gift wrap and free shipping

## Sampling



- Paid samples to trial
- Free samples at checkout
- Exclusive paid sample duos offered at end of virtual consultations and livestream pop ups

## Retain



- Cross sell with other face, lip, and eye makeup as well as skincare
- Encourage those who purchased sets to return for full-size with an exclusive offer
- Expose and promote user generated content on PLPs and PDPs

## Recruitment & Online Activation

# Pop Up Support Best Practices

- Leverage email to invite customers to in-store/online pop ups; targeting loyalty and past makeup purchasers
- Content can be used in emails & discover (educational, tips & tricks, awareness of pop ups, and pop up recaps)
- Livestream at the pop up and re-purpose on brand site for post-live views
- Maximize virtual consultation and live chat to create omnichannel pop ups





## COMMUNICATIONS

# Press & Influencer Eventing

## 1. Launch Pop Up



- Drive momentum and launch buzz with exclusive pop up for press, beauty, lifestyle and MUA creators at the My Shade, My Story Café.
- Host a full day takeover and invite creators to drop in for a 'first-look' and personalized consultation.
- Partner with Celebrity MUA/ top Pro Artists to drive authority in MU category
- Leverage an on-site content team to capture and share content with talent in real time to encourage greater social sharing
- Partner with key talent to share their experience and invite their followers to experience it for themselves.

## 2. Makeup Masterclass



- Partner with celebrity makeup artist with strong reach and loyal following to host makeup masterclass at the My Shade, My Story Café.
- Host sessions for Micro-Influencers/ MUA and a separate ticketed session for customers.
- Leverage Celebrity MUA partner to create engaging content and invite audience to visit the My Shade, My Story Café.

## 3. 1-2-1 Appointments



- Continue to drive momentum and social sharing via 1-2-1 appointments at the My Shade, My Story Café with targeted press, influencer and 'friends of the brand'.
- Ensure each guest experiences a personalized consultation and is gifted on site.

## Consultation &amp; Service

# Consultation

- Find the right FORMULA in 3 simple steps:
  - ✓ Skin type
  - ✓ Finish
  - ✓ Coverage
- Find their preferred shade using iMatch™ Virtual Shade Expert, followed by swatching and the offer of a full face application
- Using the In-store Experience App, introduce customers to product benefits and how-to videos *(If available in your market)*
- Encourage trial with demos & application:
  - Formula-swatching
  - Hand Demos
  - Customize Finish with primer options
  - Tissue Test
- Introduce the Estée At Your Service Menu to introduce our in-store services and opportunities to build a full look

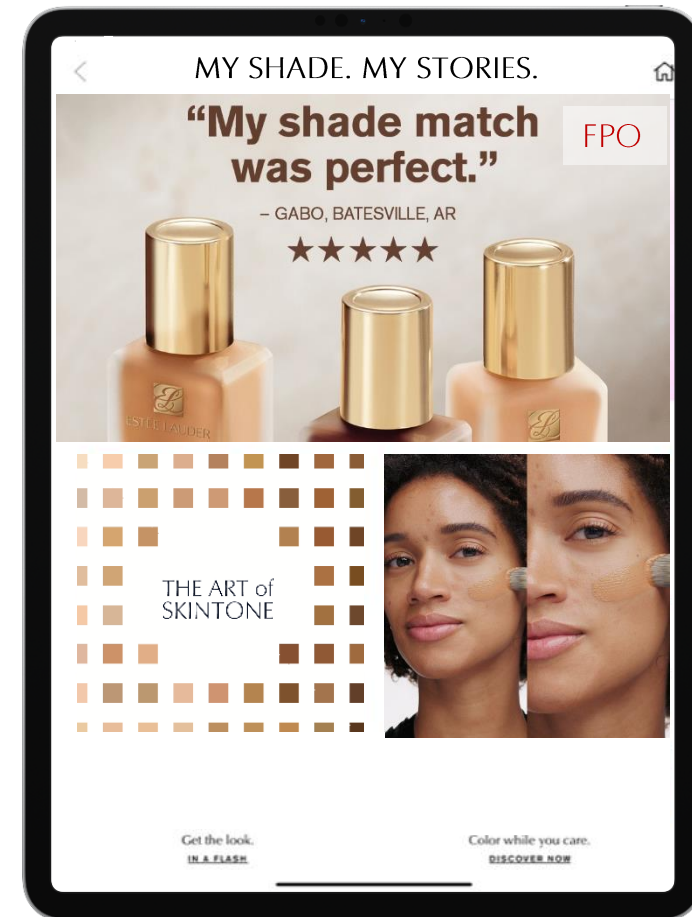


Consultation & Service

# iPad Apps

## IN-STORE EXPERIENCE APP

- The In-store Experience App is our in-store content hub; content can be localized and updated in the backend CMS.
- Leverage content to drive storytelling and support in-store color consultation.
- Deep-links to Virtual Try On tools
- Content will be updated to reflect the latest available animations, how-tos, and hero films to support the color category in The Latest Section
- Color themed content in The Trend Report section





## Consultation &amp; Service

# Beauty Tech

## iMatch™ Virtual Shade Expert

- Create an engaging pop up experience with the help of our Virtual Try On technologies. Foundation Shade Detection and Virtual Try-On is an easy and quick way to determine shade level and have a conversation around preference and finding the best match
- **Newness for SP24 will continue to roll out through FA24:**
  - ✓ New Finish and Coverage guidance
  - ✓ New Undertone guidance
  - ✓ New Conceal and Brighten Recommendations (NOT VTO) based on user's chosen foundation shade
  - ✓ New Education tips on how to Conceal and Brighten
  - ✓ Lip Recommendations based on user's chosen foundation shade
- Leverage in-store iPads or link to mobile experiences in-store via QR Codes. Partner with local Online teams and follow the global QR Code request process to receive a QR code driving to your local non-shoppable .com experiences.
- For more details on this experience, please consult pages 35-38 in our [SP24 Beauty Tech Playbook](#)

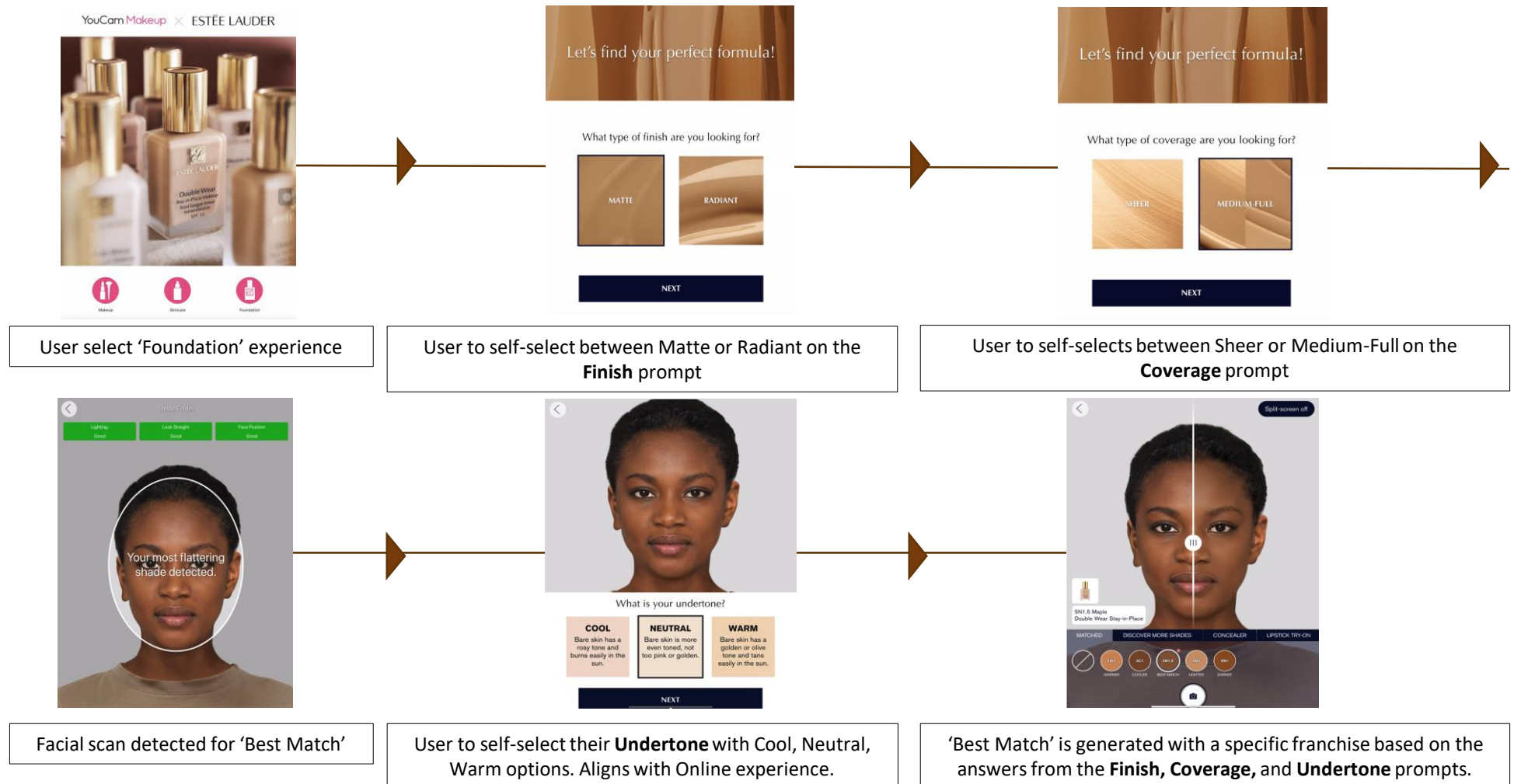


Please note, prior to reaching out for these updates, ensure you are up to date on the current build(s) in your market. Translations, console management and communication are all required for these updates.

Please reach out to Josh at [jtanenba@estee.com](mailto:jtanenba@estee.com)

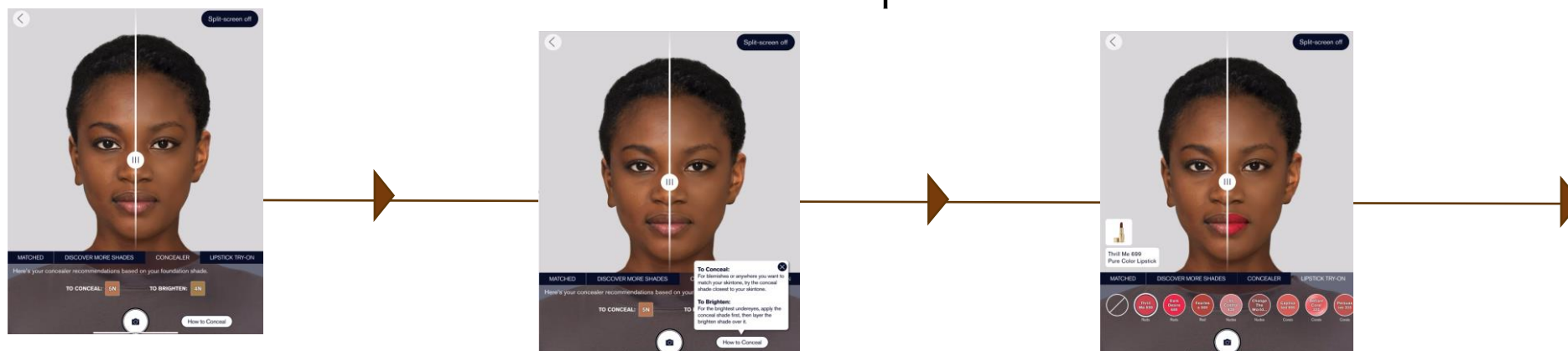
## Consultation & Service - Beauty Tech

# UPDATED iMatch™ Virtual Shade Expert



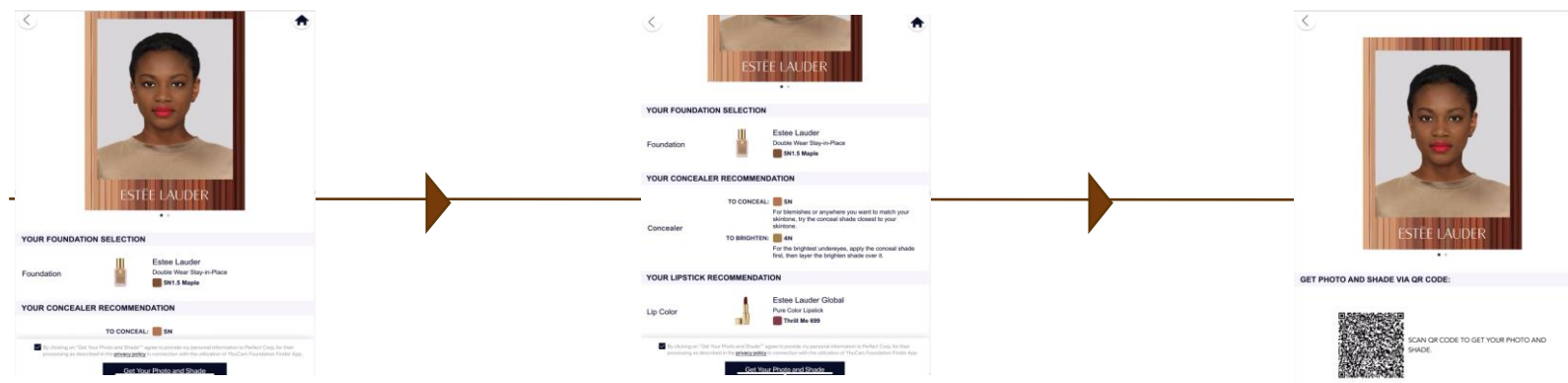
Consultation &amp; Service - Beauty Tech

## UPDATED iMatch™ Virtual Shade Expert



User will receive two concealer recommendation (NOT FOR VTO) – **To Conceal** and **To Brighten**. A 'How To' button will be available for tips on how best to conceal and brighten.

Launched in SP23 with Emerald, the 'Lipstick Try-On' tab will have 12 – 15 shades Pure Color Lipstick for try-on based on their skintone.



When they capture their image, the product details will appear including the 'How To' Conceal and Brighten tips

The user can then scan the QR code to get their photo, product details, and tips on-the-go!



## Consultation &amp; Service


## Services

## DRIVE TRIAL THROUGH MAKEUP SERVICES

Treat & teach with beauty services: Use the Beauty Services Menu to offer a service of their choice.




## WE RECOMMEND


- The Flawless Face
- The Eye Brightener
- Learn a New Look: Eye, Lip or Brow



# ESTÉE

AT YOUR SERVICE

## ESTÉE LAUDER

# ESTÉE

AT YOUR SERVICE  
FULL SERVICES

5 MINUTES	10 MINUTES	
 <p><b>THE INSTANT EYE LIFT</b></p> <p>Wide awake eyes. Get an instant eye lift with a depuffing eye treatment and brow shaping.</p>	 <p><b>LEARN A NEW LOOK</b></p> <p>Elevate your everyday makeup application with a custom lesson for eyes, lips or brows.</p>	 <p><b>THE BEAUTY SLEEP "GLOW"</b></p> <p>Go beyond beauty sleep. A skin-renewing facial for a revitalized glow.</p>
<p><b>THE FLAWLESS FACE</b></p> <p>Ace your base. Get shade matched, find your finish, and make it last.</p>	<p><b>THE TRENDS OF THE SEASON</b></p> <p>Be in the know. Learn the looks, tips and tricks of the moment.</p>	<p><b>THE PERFECTIONIST GLOW</b></p> <p>Ignite your youth. Bring dull, lackluster skin to life with a rejuvenating skin treatment.</p>
<p><b>THE EYE BRIGHTENER</b></p> <p>Fatigue fighter. Experience an eye-opening combination to lift and brighten.</p>	<p><b>THE FRAGRANCE FINDER</b></p> <p>Find your signature scent. Experience undiscovered places fragrance has never taken you before.</p>	

## ESTÉE LAUDER

Discover & Retain

# Sampling & Personalization



- Gift customers with samples for attending the pop up – like a 10-day supply of their perfect foundation.
- Offer to personalize their products with painting.

## 5. Localization Guidelines



## Localization Guidelines

# Global Expectations

This document aims to provide cost-effective options for various regional needs. Please complete these steps before the pop up to facilitate a timely process. Additionally, kindly share an pop up recap to keep us informed of regional requirements and constraints.

Lastly, if you are planning any local press and influencer pop up(s), please reach out to Global Communications.

## Pre-Pop up Communication: RETAIL EXPERIENCE, MARKETING & PR TEAMS

- Share launch dates & planned pop ups, including location, date, duration of pop up, budget, KPIs, etc.

## Production: RDDC TEAMS

- Request Assets from Global Ops
- Request DTOs from Global VM (plan for a 2-week delay)
- Approvals (plan for at least 1 round of approval with Global Creative team)
- Please note all graphics are FPO and not final. Final assets will be released by the global creative ops team

## Post-Pop up communication: ALL TEAMS

- Send the Global team an pop up recap
- Install photos

# Regional Responsibilities

	RDDC	Retail Experience	Education	Sales & Marketing
PRE-POP UP	<ul style="list-style-type: none"><li>Regionalize pop up execution following color cues, inspiration, and VM guidelines provided.</li><li>Work with Global VM for approvals as necessary (refer to localization guidelines in section 4)</li></ul>	<ul style="list-style-type: none"><li>Regionalize retail experience strategy and consumer journey.</li><li>Identify the Retail Tech to support pop up and cascade strategy to affiliates; ensure deployment.</li><li>Regionalize collateral as necessary; partner with Education on Beauty Services &amp; Consultation.</li></ul>	<ul style="list-style-type: none"><li>Regionalize pop up recruitment and BA Social Activation strategy; cascade to Educators &amp; Field.</li><li>Train the pop up in seasonal learning lab; regionalize the consultation, as necessary.</li><li>Ensure field is trained and prepared to support with Retail Tech and Beauty Services.</li></ul>	<ul style="list-style-type: none"><li>Confirm product calendar, priority assortments, and regional campaign messaging that may affect pop up animation collateral</li><li>Adapt pop up execution to local needs, including KOL &amp; Influencer attendance, etc.</li><li>Define pop up social amplification strategy &amp; leverage assets online &amp; on social to promote &amp; drive traffic</li><li>Share regional execution strategy and pop up plans with retailer partners</li></ul>
POST-POP UP	Once markets have activated the pop up, please coordinate cross-functionally at the regional level to compile a comprehensive pop up recap including: VM execution (photos), Retail Experience, Education, and Marketing details so that we can continue to optimize our global offering.			

# Key Contacts

Retail Experience	Visual Merchandising	Global Comms	Creative Ops	Online	Social
<ul style="list-style-type: none"> <li>Blair Graham</li> <li><a href="mailto:blgraham@estee.com">blgraham@estee.com</a></li> <li>Sean Shi (Pop Ups &amp; VM)</li> <li><a href="mailto:seshi@estee.com">seshi@estee.com</a></li> <li>Shaunice Simmons (Pop ups &amp; VM)</li> <li><a href="mailto:shsimmon@estee.com">shsimmon@estee.com</a></li> <li>Katrina Sharpe (Tech)</li> <li><a href="mailto:ksharpe@estee.com">ksharpe@estee.com</a></li> <li>Kate Goudy (Tech)</li> <li><a href="mailto:kgoudy@estee.com">kgoudy@estee.com</a></li> </ul>	<ul style="list-style-type: none"> <li>David Barry</li> <li><a href="mailto:dbarry@estee.com">dbarry@estee.com</a></li> <li>Nelson Ayala</li> <li><a href="mailto:nayala@estee.com">nayala@estee.com</a></li> <li>Sophie Tavare (Ops)</li> <li><a href="mailto:stavare@estee.com">stavare@estee.com</a></li> </ul>	<ul style="list-style-type: none"> <li>Tara Connaughton</li> <li><a href="mailto:tconnaug@estee.com">tconnaug@estee.com</a></li> <li>Stephanie Katz</li> <li><a href="mailto:Skatz@estee.com">Skatz@estee.com</a></li> <li>Katie Gunn</li> <li><a href="mailto:kagunn@estee.com">kagunn@estee.com</a></li> </ul>	<ul style="list-style-type: none"> <li>Alli Cortes</li> <li><a href="mailto:alcortes@estee.com">alcortes@estee.com</a></li> <li>Chandley Borges</li> <li><a href="mailto:cborges@estee.com">cborges@estee.com</a></li> </ul> <h2>Education</h2> <ul style="list-style-type: none"> <li>Lindsey Brenner</li> <li><a href="mailto:lbrenner@estee.com">lbrenner@estee.com</a></li> <li>Sarah Engert</li> <li><a href="mailto:sengert@estee.com">sengert@estee.com</a></li> <li>Sandra Gallagher</li> <li><a href="mailto:sagallag@estee.com">sagallag@estee.com</a></li> </ul>	<ul style="list-style-type: none"> <li>Vanessa Dumonet</li> <li><a href="mailto:vdumonet@estee.com">vdumonet@estee.com</a></li> <li>Alyssa Echanique</li> <li><a href="mailto:aechaniq@estee.com">aechaniq@estee.com</a></li> <li>Carolyn Ciolfi</li> <li><a href="mailto:cciolfi@estee.com">cciolfi@estee.com</a></li> </ul>	<ul style="list-style-type: none"> <li>Kelly Brand</li> <li><a href="mailto:kbrand@estee.com">kbrand@estee.com</a></li> <li>Pooja Bhaskar</li> <li><a href="mailto:poobhask@estee.com">poobhask@estee.com</a></li> </ul>



Thank You