



SUCCESS CASE



Introducing a new brand image

Flagship store L'Oréal Paris

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This space for the renowned L'Oréal Paris brand is one of the most captivating projects created by Aluma3.





Introduction



The merchandising team has entrusted Aluma3 with implementing L'Oréal's new brand identity in Spain.

Through the manufacture and installation of retail fixtures, we have met the new brand standards and enhanced the user experience.

About L'Oréal



L'Oréal Paris is the world's leading cosmetics brand.

For over a century, L'Oreal has worked to make beauty and personal care products accessible to everyone, while consistently maintaining its high standards of quality, innovation, effectiveness, and sustainability. It currently operates in 150 countries and has become the leading cosmetics brand in Europe, Asia, and South America.

The L'Oréal Group, in turn, has more than 25 brands, including Maybelline New York, the number one makeup company in the U.S., and ESSIE, the iconic nail brand for professional salons offering luxury manicures.





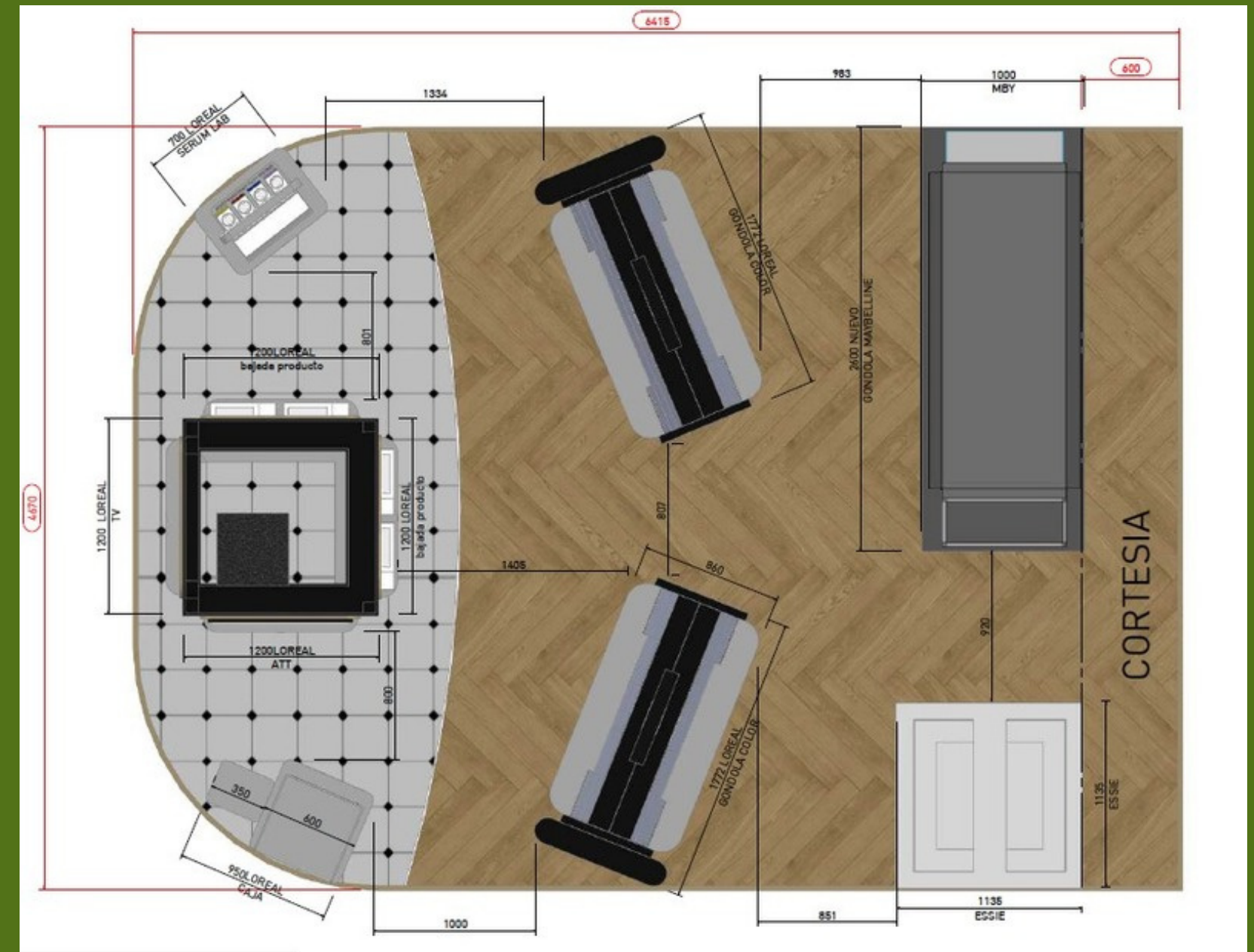
The briefing

From its headquarters in Paris, L'Oréal has revamped its brand image under the **"Signature"** concept. **This concept embodies the brand's values while effectively showcasing its products.**

The implicit **design requirements** focused primarily on color, with **gold, black, and white serving as the sole focal points.**

Under these guidelines, **the marketing team commissioned us to design and install the retail fixtures to integrate L'Oréal's new image in Spain.** And there was no better place for this than its flagship store on the Castellana, the brand's most iconic location and the one with the highest sales volume in the capital.

Furthermore, within the same space, it had to coexist alongside other brands in the group, **Maybelline and ESSIE**, for which retail solutions also had to be created.



How we did it



We worked closely with Amaia Larre (Head of In-Store Excellence, POS Merchandising & Retail Design), Almudena Delibes (L'Oréal Merchandising Project Manager), Fabiana Solís, and Raquel Valdiño from the L'Oréal team.

We manufactured the retail furniture based on the design proposed by the brand and the requirements of the new “Signature” concept. And **thanks to our experience with luxury and cosmetics brands, we were able to provide efficient and productive solutions.**





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The dedication of the L'Oréal team, the positive atmosphere, and our expertise have been the perfect ingredients for the project's success.

The challenge



The challenge in this project has been the combination and variety of materials used in a single piece of furniture.

To perfectly capture the base colors and design of the new brand identity, we partnered with Bandoxan for the gold finish, along with lacquers, plastics, printing on plastics, metals, and other materials, while **consistently maintaining the highest quality standards.**





Customer experience



To **enhance the customer experience** at the L'Oréal flagship store, we've implemented various solutions.

The journey begins with **skincare products**. Here, we've arranged the products in columns at eye level, making it easier for customers to view new items and try them out. It concludes with makeup and nail polish, where, in addition to L'Oréal, the **Maybelline and ESSIE** brands come into play.

Colorful displays and shelves take center stage in this part of the journey, where products are displayed from a broader perspective and at a lower height to offer a view of the entire range.



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The customer shopping experience within the flagship store has been a key factor in the design and layout of retail furniture.

Quality control process



At Aluma3, once the furniture is finished and before installing it in the store, we conduct weeks of testing in our workshop to ensure that everything works perfectly.

We test and finalize every detail with the brand's project managers during a visit to the workshop, where they can see all the furniture and project elements on display.

This process ensures we have nearly complete control over any unforeseen issues before installation.





Fine-tuning



At Aluma3, **we handle all coordination with the facility where the installation takes place.** We work closely with the construction and projects department to ensure compliance with all installation standards and guidelines.

We typically complete the full installation of retail fixtures overnight, within a maximum of 8 hours, while keeping in mind the importance of having everything ready for sales the following day.

The L'Oréal project **involved two intense weeks of full dedication** to getting the flagship store ready.

The installation was carried out in **two phases.** The first phase was for **L'Oréal Paris**, which included color zones, columns, and fixtures. The second phase covered the **Maybelline and ESSIE** displays.

Customer testimonial



“First of all, thank you so much for all your hard work in making the event such a huge success—it truly was, and that’s largely thanks to your professionalism and willingness to help us at every point of sale and with almost every brand!”

Amaia LARRE

Head of ‘In Store Excellence’
(POS Merchandising & Retail Design)
L'Oréal





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At Aluma3,
we bring our
clients' briefs
to life. We are
specialists in
luxury retail
brands.

Do you have a project?

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