Company: L'Oréal

Walgreens Cosmetics Program

From Design Concept to Nationwide Retail Execution



THE CHALLENGE

Transform L'Oréal's initial design concepts into an integrated cosmetics merchandising system for Walgreens, incorporating trays, labels, graphics and innovative display features.

OUR APPROACH

Collaborative engineering and prototyping, custom tooling, coordinated component production and national installation.

PROJECT HIGHLIGHTS

- 1,800+ WALGREENS STORES
- CUSTOM TOOLING & PRODUCTION
- NATIONAL INSTALLATION

CONCEPT & DEVELOPMENT

PM translated L'Oréal's initial sketches into engineering drawings and prototypes. A presentation demonstrating the complete merchandising system helped secure the program.

MERCHANDISING FEATURES





THE RESULT

A coordinated cosmetics merchandising program with distinctive features designed to enhance product visibility and the shopping experience across a reported 1,800+ Walgreens stores.