

WHAT'S IN *store*

The latest news affecting your counters and stores

ALICE IN DEBENHAMS

Urban Decay is running an Alice in Wonderland-themed promotional campaign in Debenhams to celebrate the launch of its limited edition Book of Shadows eyeshadow palette. Created by Sheridan&Co, the campaign comprises various elements including a countertop unit and Alice-themed graphics, which are being used in all Urban Decay sites, and a show-stopping window display, which is present in seven of the nine Debenhams stores that carry the campaign. The countertop displays the new product nestled in artificial grass surrounded by mushrooms, and the grass is used again in the centre of the consultation area to tie the theme into the existing retail furniture. The window display echoes the product packaging, with a life-sized Alice lost among mushrooms as big as trees. Debenhams Westfield London and W1 also feature secondary promotional areas for the product. For more information about the retail design consultancy, visit www.sheridan&co.com.



Ormonde Jayne hits Harrods

Ormonde Jayne has launched into Harrods' famous black perfumery hall. The new Ormonde Jayne counter will exclusively retail a luxury gift set containing three parfum fragrances – Tiare, Tolu and Ta'if – encased in a sumptuous box. Each parfum is housed in a hand blown flacon with a gold sealed stopper and 24-carat gold motif, and finished with hand-tied gold organza. The Harrods

counter will also offer Ormonde Jayne's new Perfume Portrait, an innovative way for consumers to discover their perfect scent. This new service allows consumers to smell a number of individual raw ingredients, guiding them on an innovative journey to unite them with their perfect Ormonde Jayne fragrance. Visit www.ormondejayne.com for more information about the range.

