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# KÉRASTASE

PARIS

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Retail Design Brand Guidelines  
V.07-19

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## &gt; MATERIALS

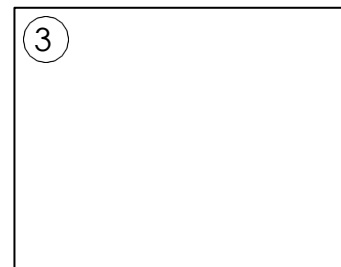
Respect the references and finishes for a perfect execution



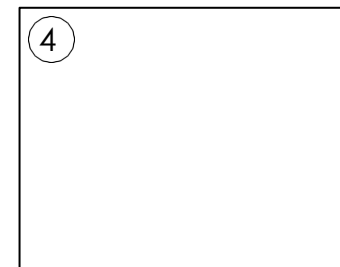
**SATIN BLACK FINISH**  
Metal satin paint RAL 9005  
For all structures & black details



**GLOSSY BLACK FINISH**  
Backpainted glass RAL 9005  
Only for canopy & luminous signage



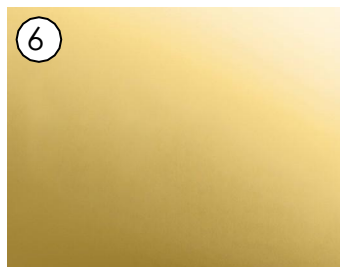
**MATTE WHITE FINISH**  
Matte paint RAL 9003  
Only for the backwall



**SATIN WHITE FINISH**  
Satin paint RAL 9003  
For all furniture



**ALUNOR 32 GRAND BRILLANT**  
Gold furniture details



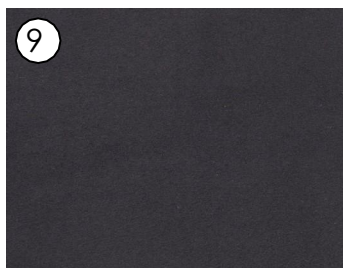
**MIRROR GOLD ALUMINIUM**  
Formica M 2041  
Elixir Ultime backwall



**GALUCHAT**  
Polyrey C011 Caviar SURF  
Collection Expression  
Chronologiste backwall



**GOLD BRASS STRIPS**  
Gold brass 2mm diameter  
For Diagnosis Table



**WAXED CONCRETE**  
Anthracite pantone 426C  
Flooring



**MEDIUM OAK PARQUET**  
Parquet slates 12cm  
Flooring



**NATURAL OAK**  
EGGER Corbridge Oak Natural H3395 ST12  
Backwall arche wood & wood furniture details

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## &gt; LOGOS

Presence of the logo is systematic.

We strongly recommend the logo to be black on white or white on black, luminous or not.

 BLACK LOGO

KÉRASTASE  
PARIS

Official logo  
(«Paris» size, from A to between S and T)

Black logo on white wall in salon &amp; logotypes on furniture

 LUMINOUS LOGO

(Reminder: Increased by 30%)  
Respect the correct and official spacing around the logo

Luminous logo on black canopy/header  
in Dpt Stores & TR Clusters & perfumeries

## DON'T

~~KÉRASTASE  
PARIS~~

~~KÉRASTASE~~

~~KÉRASTASE  
PARIS~~

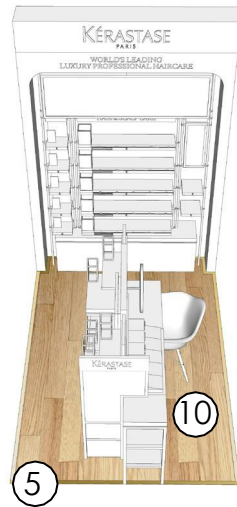
~~VERY PERSONAL CARE FOR EXCEPTIONAL HAIR~~

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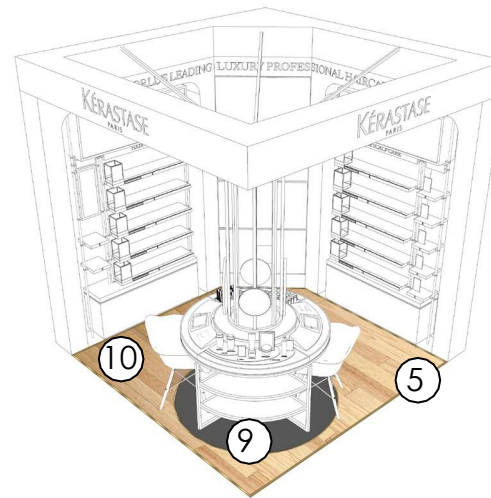
## > FLOOR

The floor is an essential element in order to create a dedicated brand space. The combination of the wood and black color enables us to differentiate spaces. The gold must be used as a frame and a line between different floors.

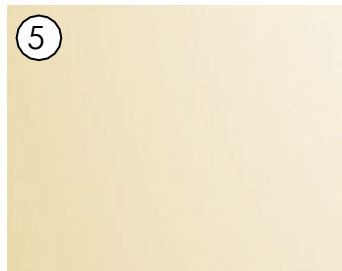
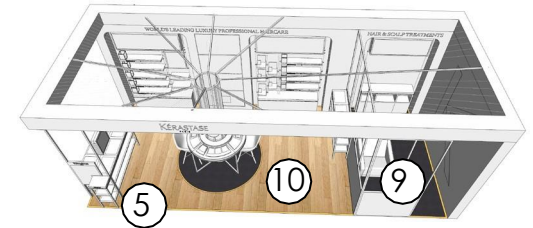
With gondola



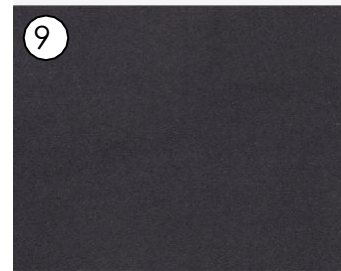
With diagnosis table



With treatment area



5  
ALUNOR 32 GRAND BRILLANT  
Gold furniture details



9  
WAXED CONCRETE  
Anthracite pantone 426C  
Flooring



10  
MEDIUM OAK PARQUET  
Parquet slates 12cm  
Flooring

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## > CHAIRS

References: Eames chairs DSW.

Materials: White matte sitting base and wooden legs.

We recommend using the chair with armrests, but you can also choose the one without armrests if needed.

Please do not mix the type of chairs in the same point of sale.



With armrest



Without armrest  
(for small area)

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POP-UP STORE

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## > A+ /FLAGSHIP WITH TREATMENT AREA - PRESENTATION

Mini surface : 20m<sup>2</sup>

Mandatory specifications:

BRAND VISIBILITY:

- Canopy & Floor
- Large institutional visual

FURNITURES:

- Animation Table
- Stand alone diagnosis table
- Back bar with Fusio Wall
- Tester bar with HOG
- Screen
- Large retail space /mini 2 bay / mini 1,40m per bay

DEDICATED SPACES:

- Minimum 3 animation/staging spaces (Novelty, animation, ...)
- Iconisation space depending of the PAX (Chronologiste, Elixir Ultime)
- Most Loved staging space



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## > A+ /FLAGSHIP PERFUMERY - PRESENTATION

Mini surface : 20m<sup>2</sup> with retail space (retail wall or gondola)

Mandatory specifications:

BRAND VISIBILITY:

- Large institutional visual / mini 1m wide

FURNITURES:

- Stand alone diagnosis table + Kérascan + Fusio dose Displays

- Back bar with Fusio Wall

- Min 2 Styling Stations

- Large retail space /mini 2m wide

DEDICATED SPACES:

- Minimum 2 animation/staging spaces (Novelty, animation, sense of place)

- Iconisation staging space depending of the PAX (Chronologiste, Elixir Ultime)

- Most Loved staging space

- For more precisions about retail navigation mandatory elements on gondola, please refer to p 48



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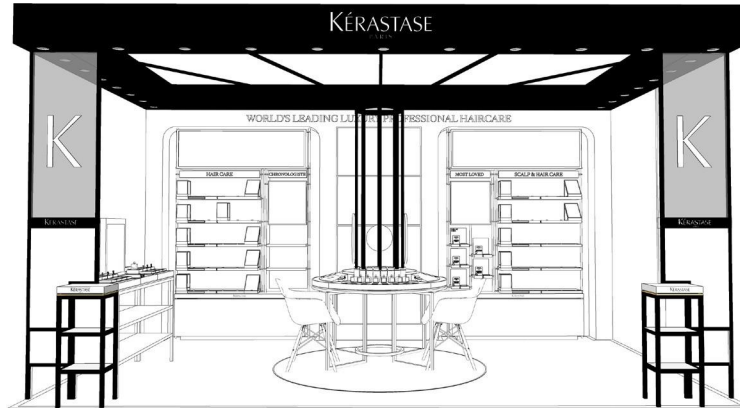
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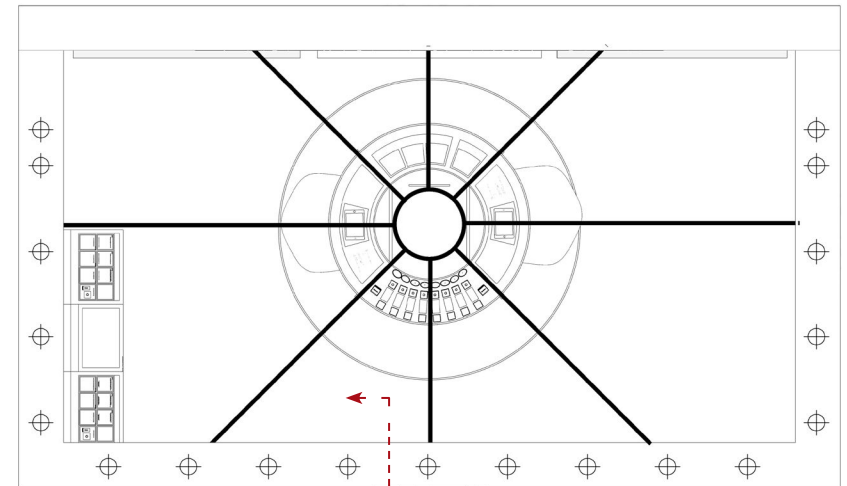
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## > CEILING & CANOPY - STRUCTURE

The full canopy is perfect to light the counter and fix the zoning.  
Always draw a lighting plan and define position of spotlights after installation of the furniture (oriented towards the bars & global area)



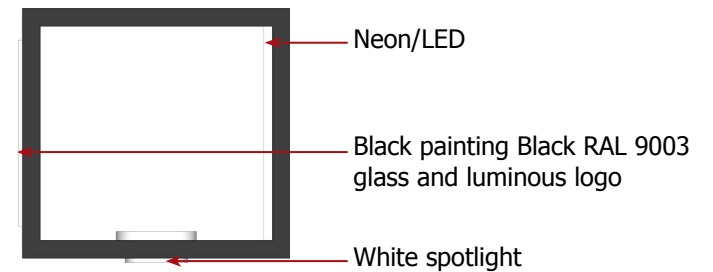
Perspective view



Section AA'  
5200k Spotlights  
Top view

! NB : If you have another canopy height, please proportionally adapt the size of the logo dimensions. Make sure the «PARIS» is equally backlit.

! NB : If you don't have your personalized ceiling, negotiate with client for additional lighting above bars & tables (canopy or order by book freestanding lights for bar.



Canopy detail  
Section AA'



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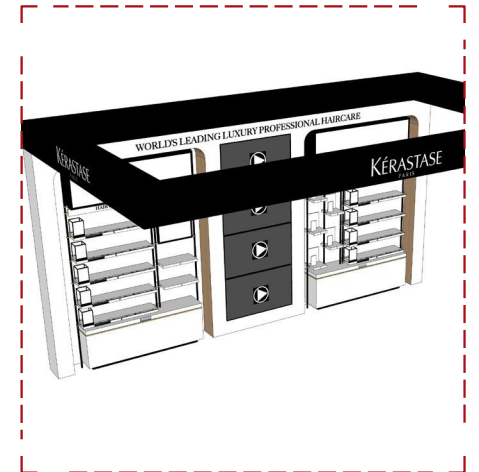
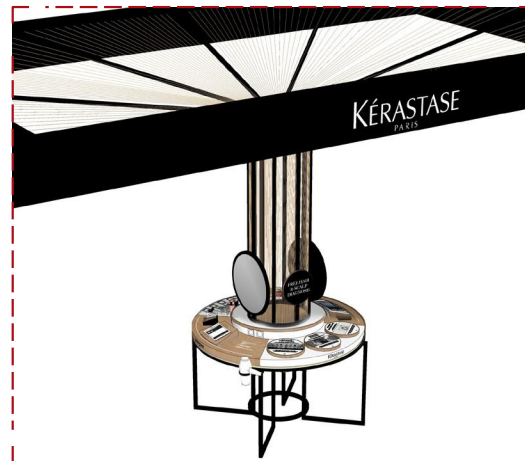
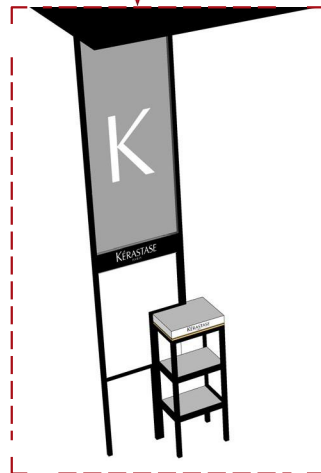
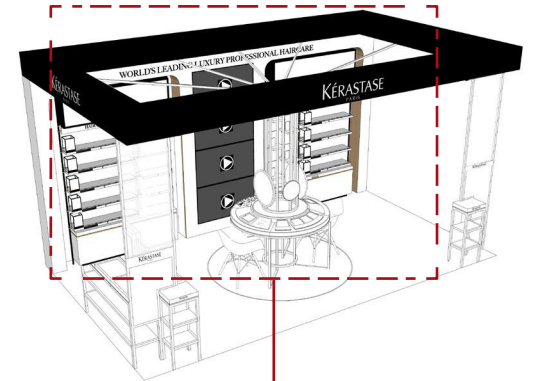
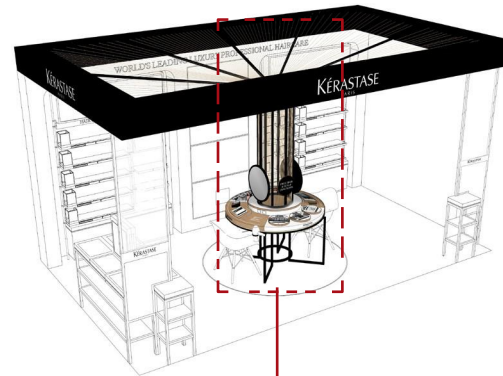
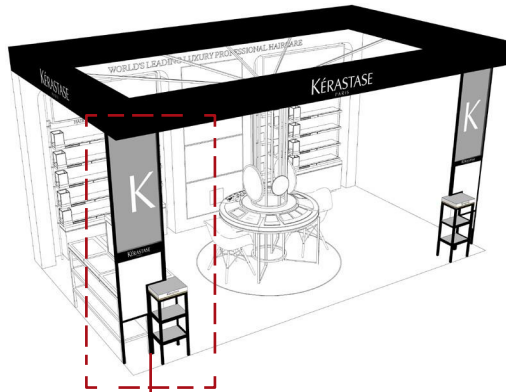
[CASH DESK](#)

## > CEILING & CANOPY - SUPPORTS

Connect the canopy structure to the following elements.

With HOG & Square Animation Table    With diagnosis table

With backwall



Always put a white K on the transparent glass panel on the HOG & Animation canopy supports.

For more details concerning Diagnosis table, please refer to diagnosis table guidelines p 61

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## > ANIMATION TABLES

### - AGILITY & MODULARITY

Animation table could be used to display Novelties, Animations or Sense of place.  
There are two different formats to fit all configurations.

Never use round table close to a wall

Use square format only in the following cases :

- As a support for Canopy
- Animation point close to a wall/Pillar



Round  
Animation table



Square  
Animation table

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GONDOLA 200

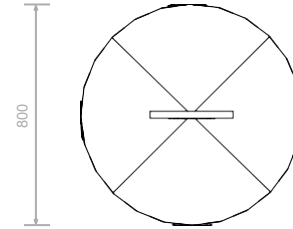
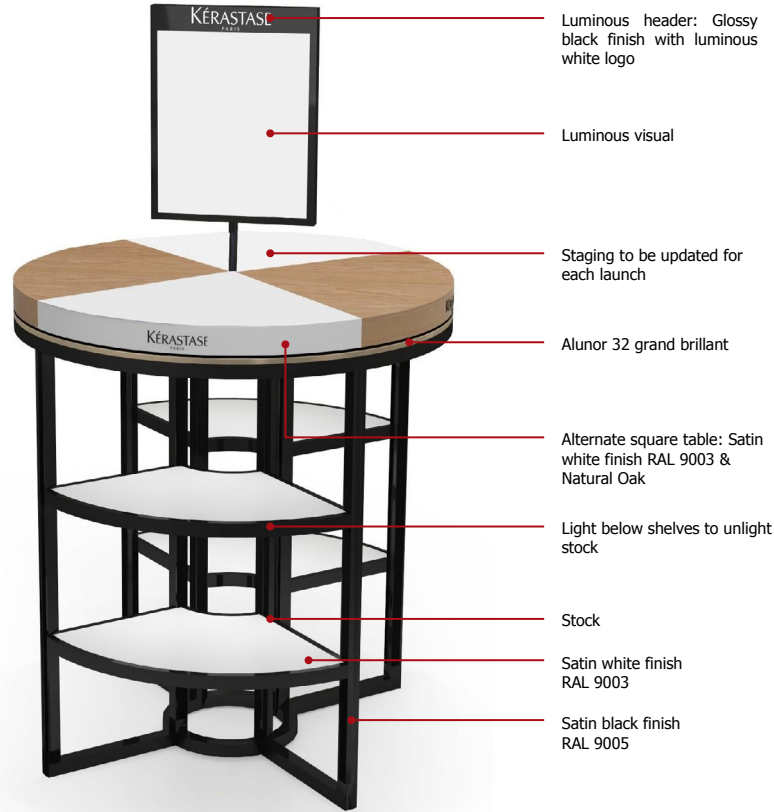
GONDOLA 160

GONDOLA 120

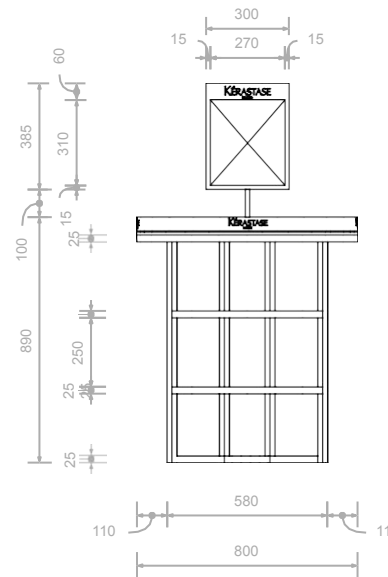
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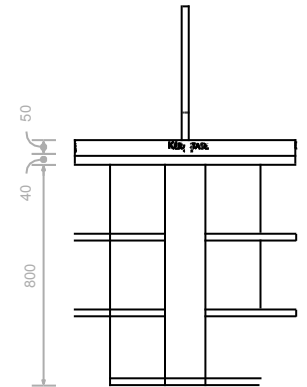
## - ROUND ANIMATION TABLE



Top view



Front view



Side view



NB: Never use round table close to a wall



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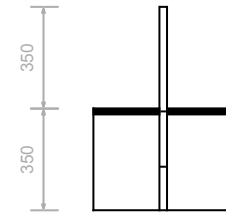
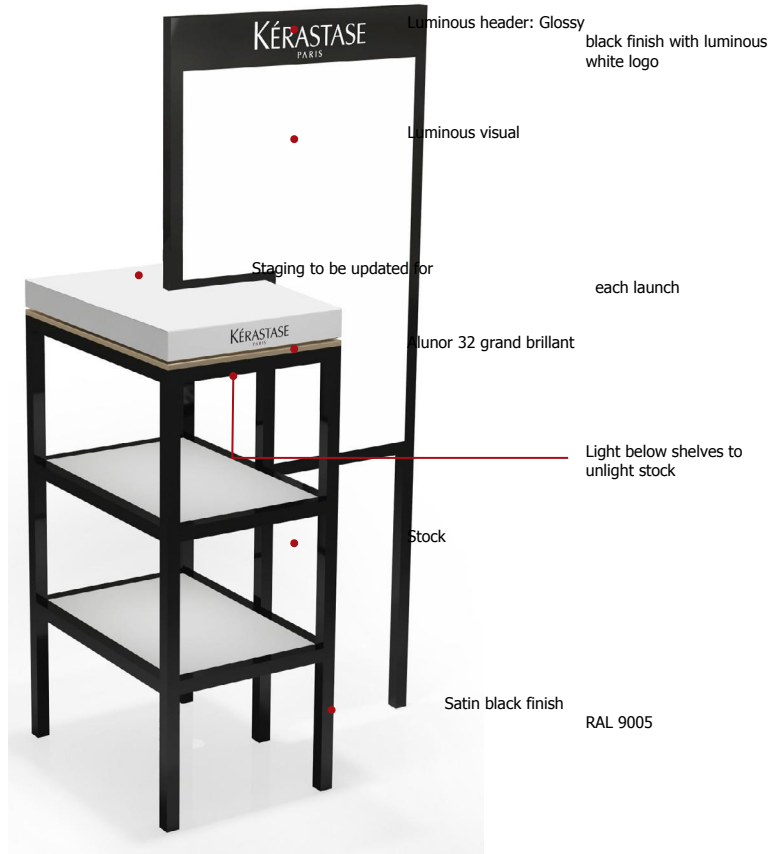
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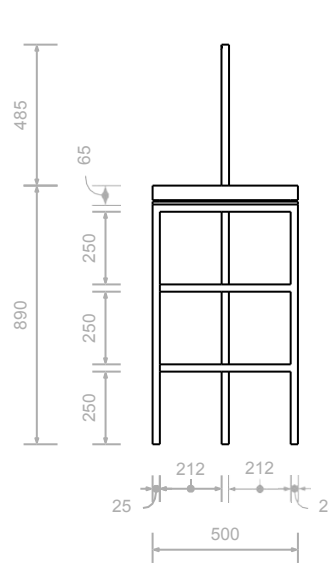
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# > ANIMATION TABLE

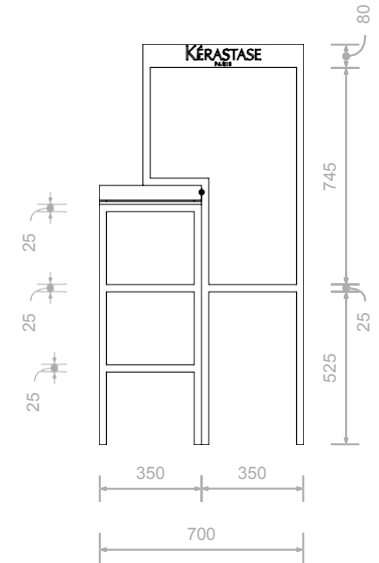
## - SQUARE ANIMATION TABLE



Top view



Front view



Side view

**!** NB : Use square format only in the following cases:  
- As a support for Canopy  
- Animation point close to a wall/Pillar

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## > DIAGNOSIS TABLE

### - AGILITY & MODULARITY

There are three different types of diagnosis stations to fit all typologies



Diagnosis table

Must be played in all POS,  
if space permits  
(Salons, Institutes, Department stores,  
Perfumeries).



Diagnosis station of Gondola

Specific case only for Gondolas.  
Please refer to Gondola  
guidelines p 106



Portable diagnosis station

Only for Salons.  
Please refer to Visual  
Merchandising guidelines p 159

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> DIAGNOSIS TABLE  
- AGILITY & MODULARITY

There are three different types of diagnosis tables to fit all specifications :



With support canopy

To be used on every POS where the full canopy is available.



With freestanding canopy

To be used when a full canopy is not available in negotiation.



Without canopy

Exceptional.  
To be used ONLY when the height is maximum 1.40m

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## > DIAGNOSIS TABLE

### - AGILITY & MODULARITY

There are two different table diameters to fit all configurations.



Table Ø 135cm



Table Ø 100cm

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## > DIAGNOSIS TABLE - AGILITY & MODULARITY

Six different quarters to propose the best customer experience.



Quarter 1:  
Brand essentials



Quarter 2:  
Diag



Quarter 3:  
Animation / Novelty



Quarter 4:  
Iconisation



Quarter 5:  
Olfactory



Quarter 6:  
Fusio services



NB : For more information on each quarter, please refer to quarter guidelines p 69





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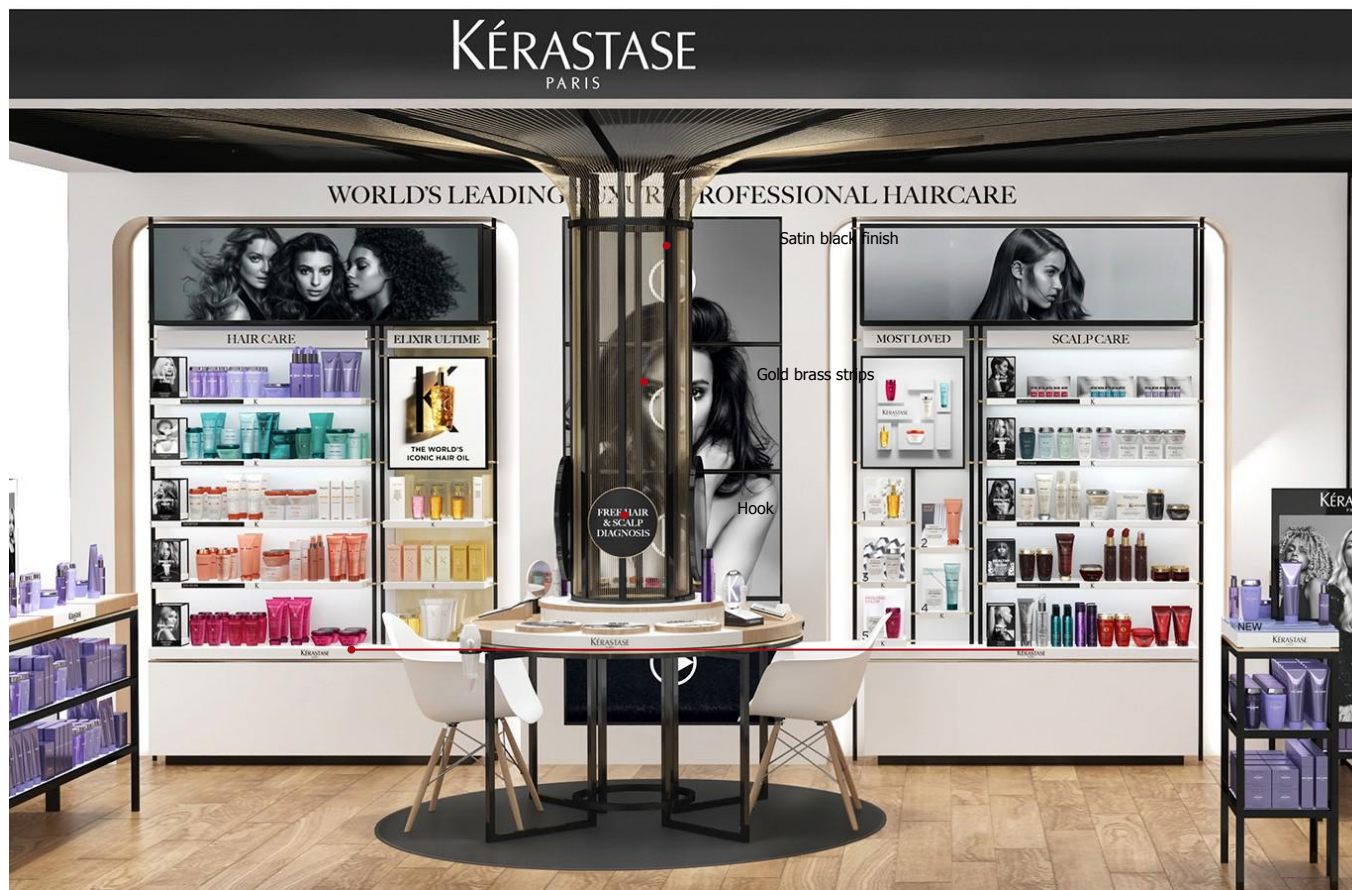
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## > DIAGNOSIS TABLE

### - TABLE WITH SUPPORT CEILING

To be used on every point of sale where the full canopy is available.



2mm diameter  
For Diagnosis Table

Diagnosis table

- Ø 2 mm golden brass strips.  
- 168 golden strips per table



Table exist in two different diameters : Ø 135 cm & 100cm.  
For visual rights, please refer to visual guidelines

CEILING & CANOPY

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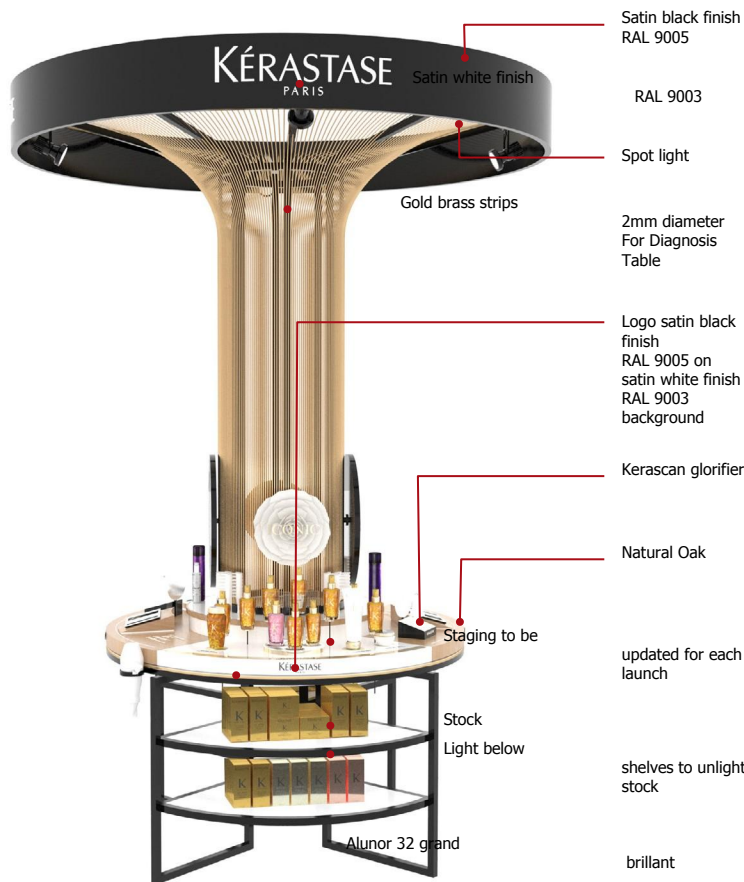
GONDOLAS

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> DIAGNOSIS TABLE  
- TABLE WITH CANOPY

To be used on every point of sale where the full canopy is not available.



- Ø 2 mm golden brass strips.  
- 168 golden strips per table

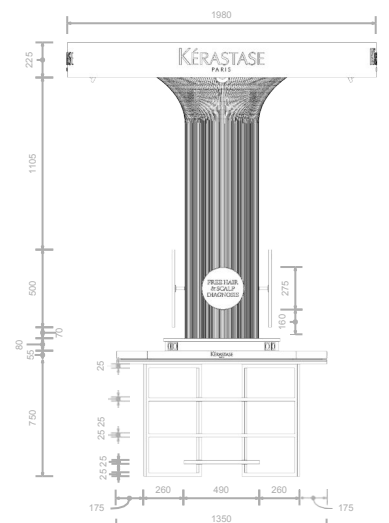
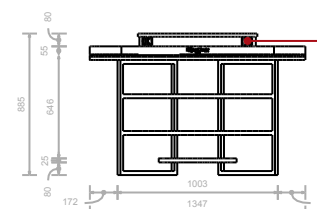
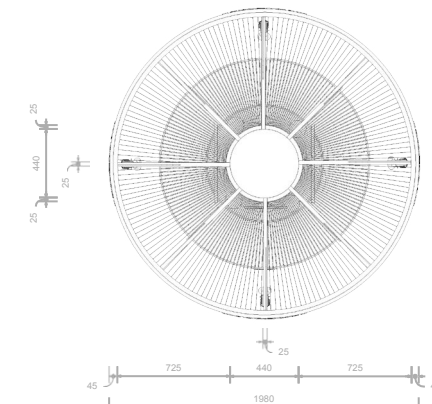
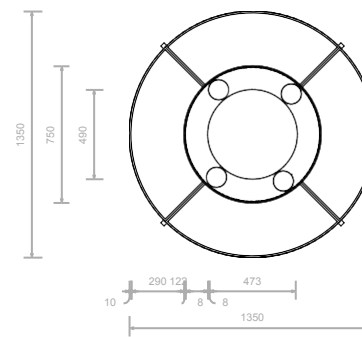


Table exist in two different diameters : Ø 135 cm & 100cm



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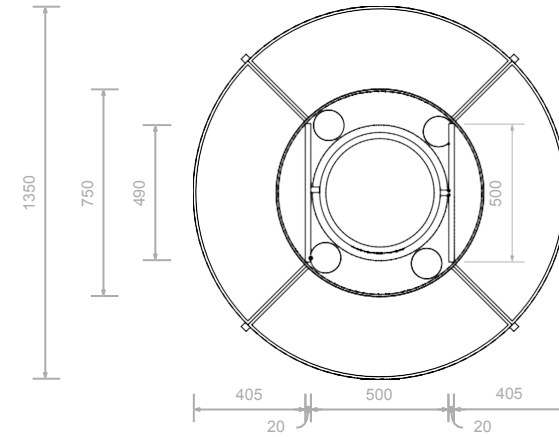
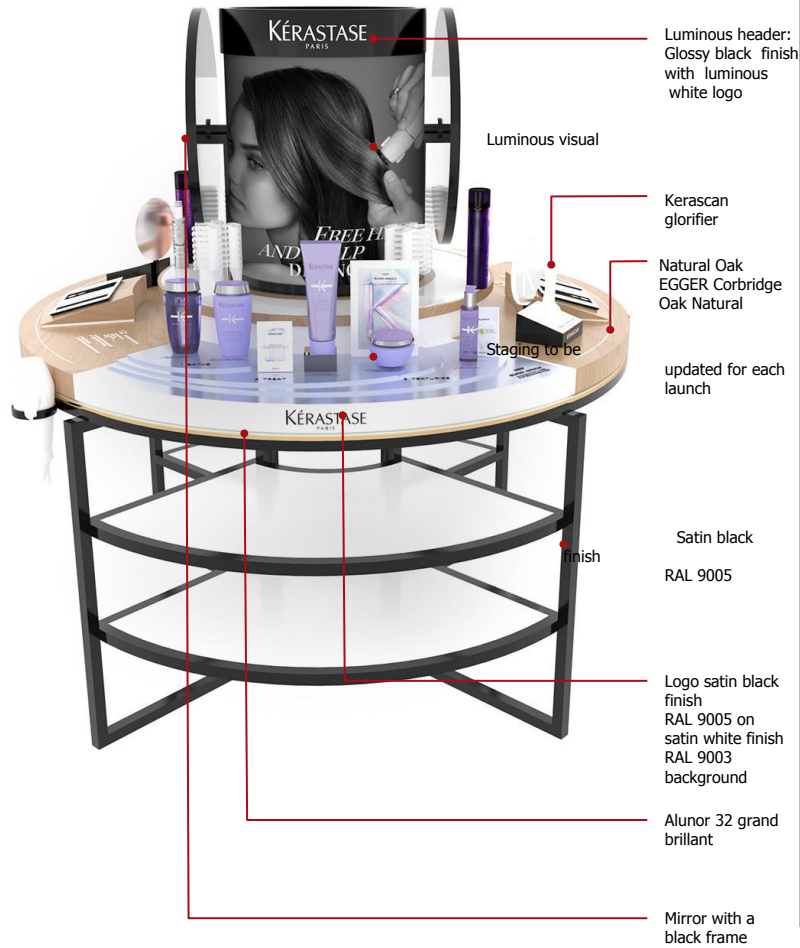
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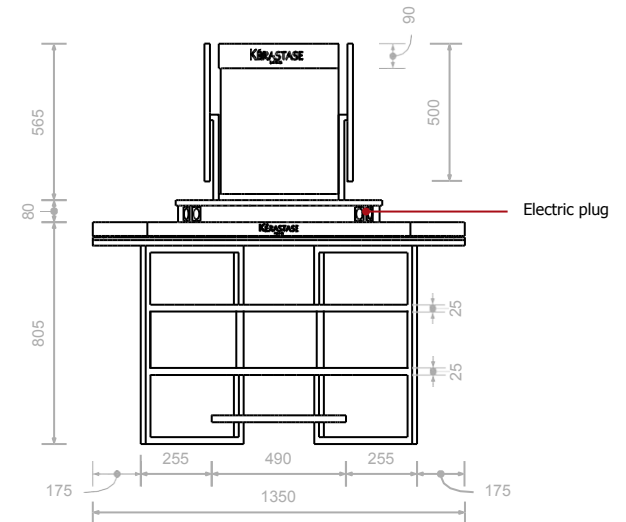
## > DIAGNOSIS TABLE

### - TABLE WITHOUT CANOPY

Exceptional.  
To be used when the height is maximum 1.40m and round.  
canopy is not possible.



Top view



Front view

! Table exist in two different diameters : Ø 135 cm & 100cm

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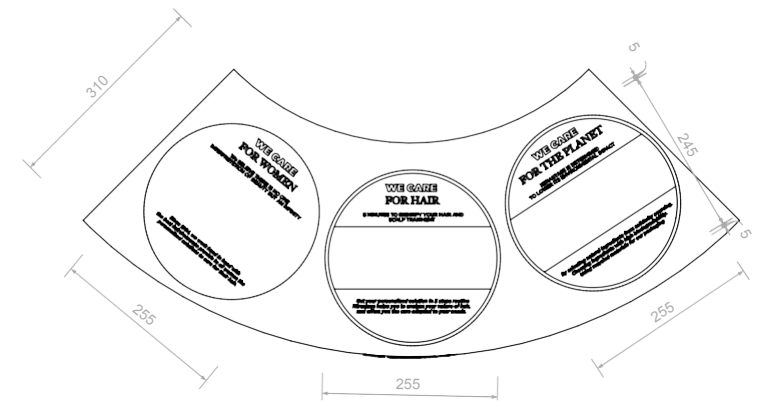
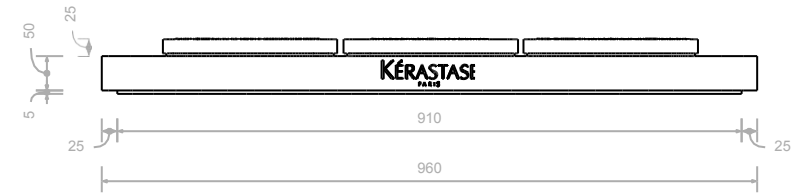
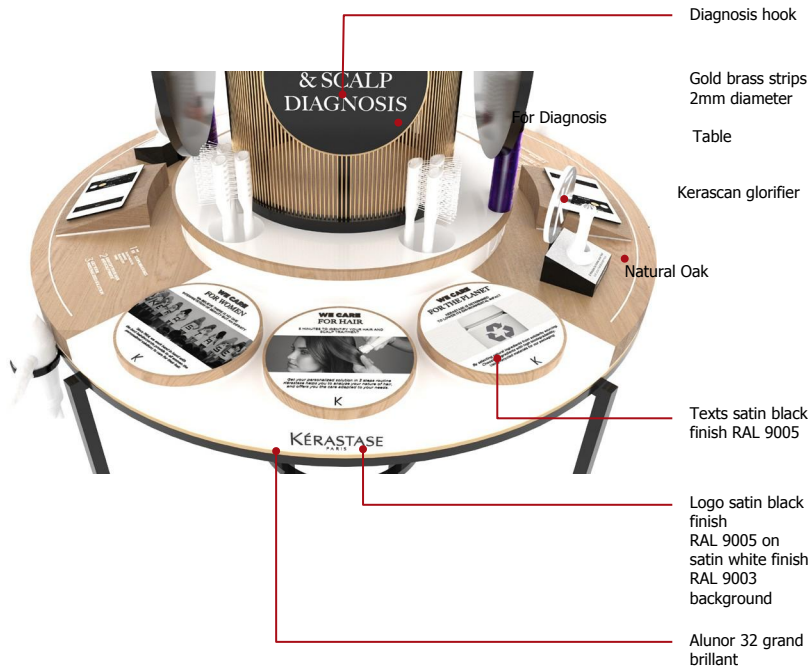
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## > DIAGNOSIS TABLE

### - QUARTER 1: BRAND ESSENTIALS

This quarter table is an introduction to the brand's values & diagnosis. The quarter is accompanied with the claim: Free hair & scalp diagnosis. This quarter don't have storage shelves under the table.



! Table exist in two different diameters : Ø 135 cm & 100cm

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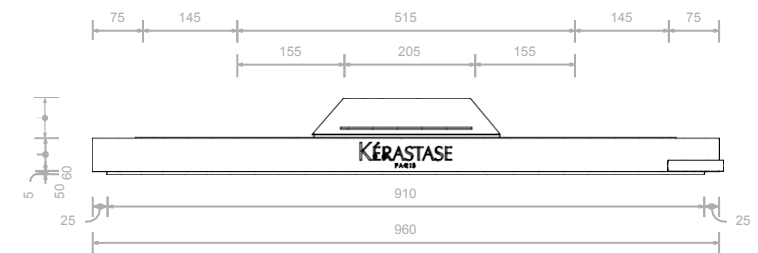
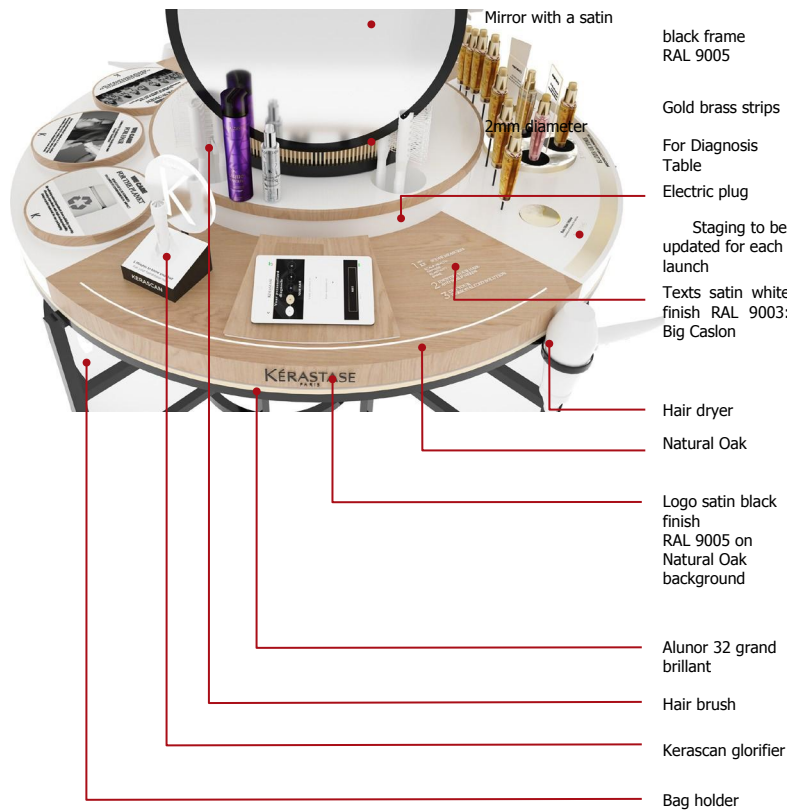
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## > DIAGNOSIS TABLE

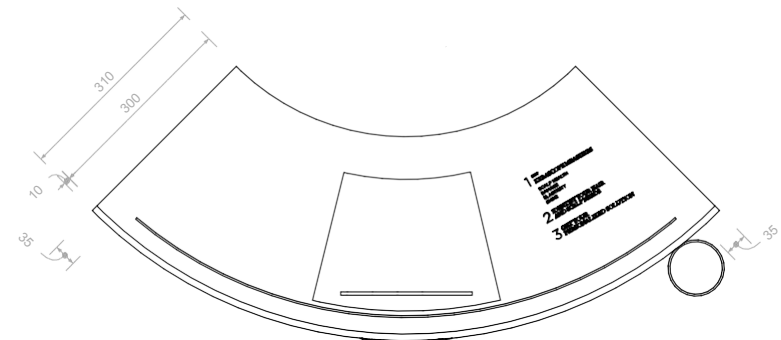
### - QUARTER 2: DIAG

X2 diagnosis quarters with mirrors per table.  
 The diagnosis quarter is divided in 3 different parts:  
 - Kérascan luminous glorifier  
 - Ipad with K-Profile  
 - Diagnosis steps explanations

This quarter is designed to propose the best diagnosis experience, but also quick services with all professional tools For more details about Kérascan glorifier, please refer to visual merchandising guidelines p 160.



Top view



Front view

! Table exist in two different diameters : Ø 135 cm & 100cm



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# > DIAGNOSIS TABLE

## - QUARTER 3: ANIMATION / NOVELTY

The Animation/Novelty quarter can replace the Brand essentials quarter when you don't have an animation table on the point of sale.  
The quarter is accompanied with the claim: Free hair & scalp diagnosis.  
The quarter has storage shelves under the table.  
You have to update the staging for every launch.  
Staging recommendation will be sent for every launch in staging guidelines



updated for each

launch

Texts satin black

Gotham

Satin purple finish.  
Use launch color

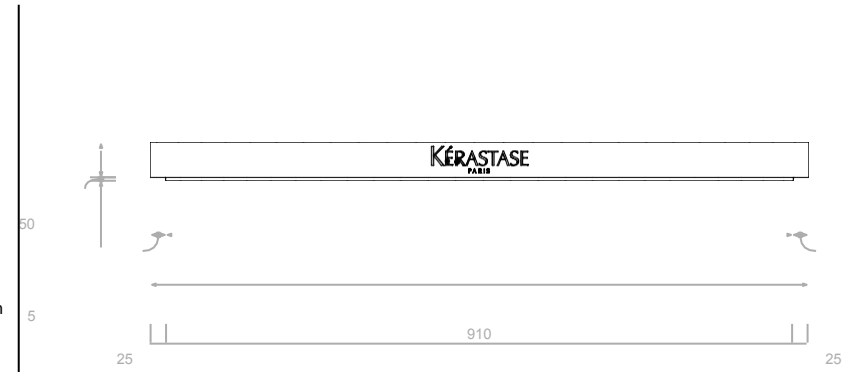
Logo satin black finish  
RAL 9005 on satin white finish  
RAL 9003 background

Light below shelves to unlight stock

Alunor 32 grand brillant



Table exist in two different diameters : Ø 135 cm & 100cm



Top view

Front view



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## > DIAGNOSIS TABLE - QUARTER 4: ICONISATION ELIXIR ULTIME

This quarter table is a staging expression dedicated to our iconic products. It exists in two different versions, Elixir Ultime & Chronologiste. This quarter has storage shelves below the table.



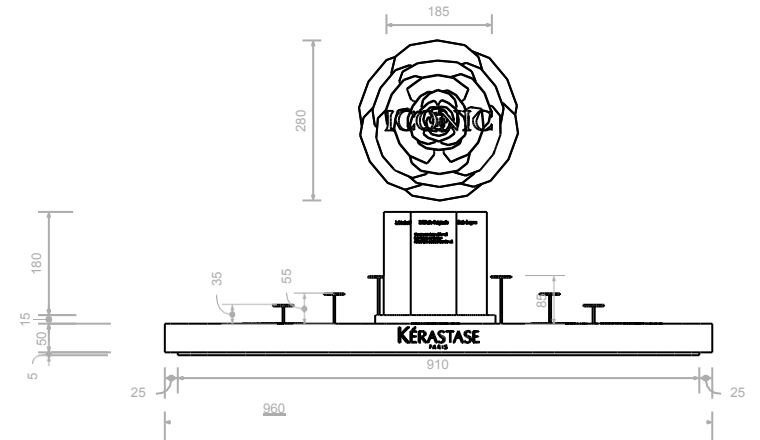
hook & staging

Frame

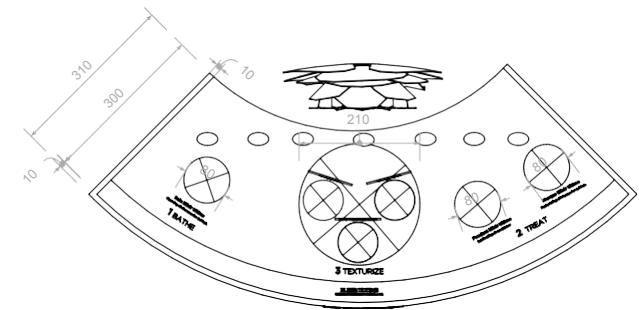
Logo satin black finish  
RAL 9005 on  
satin white finish  
RAL 9003  
background

Light below  
shelves to unlight  
stock

Alunor 32 grand  
brillant



Top view



Front view



Table exist in two different diameters : Ø 135 cm & 100cm



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## > DIAGNOSIS TABLE

### - QUARTER 4: ICONISATION CHRONOLOGISTE

This quarter table is a staging expression dedicated to our iconic products. It exists in two different versions, Elixir Ultime & Chronologiste.

This quarter has storage shelves below the table.

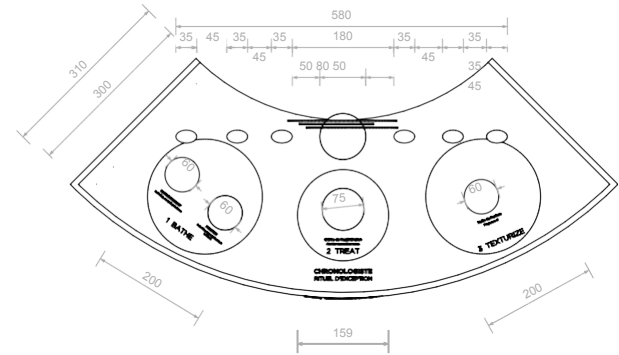
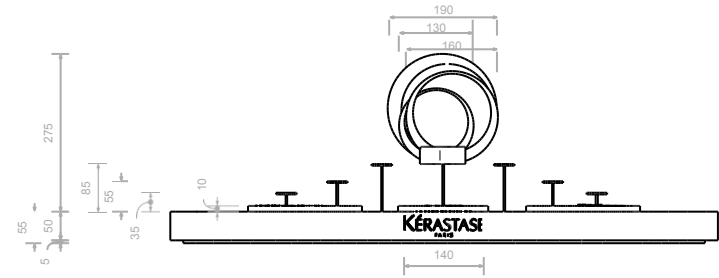
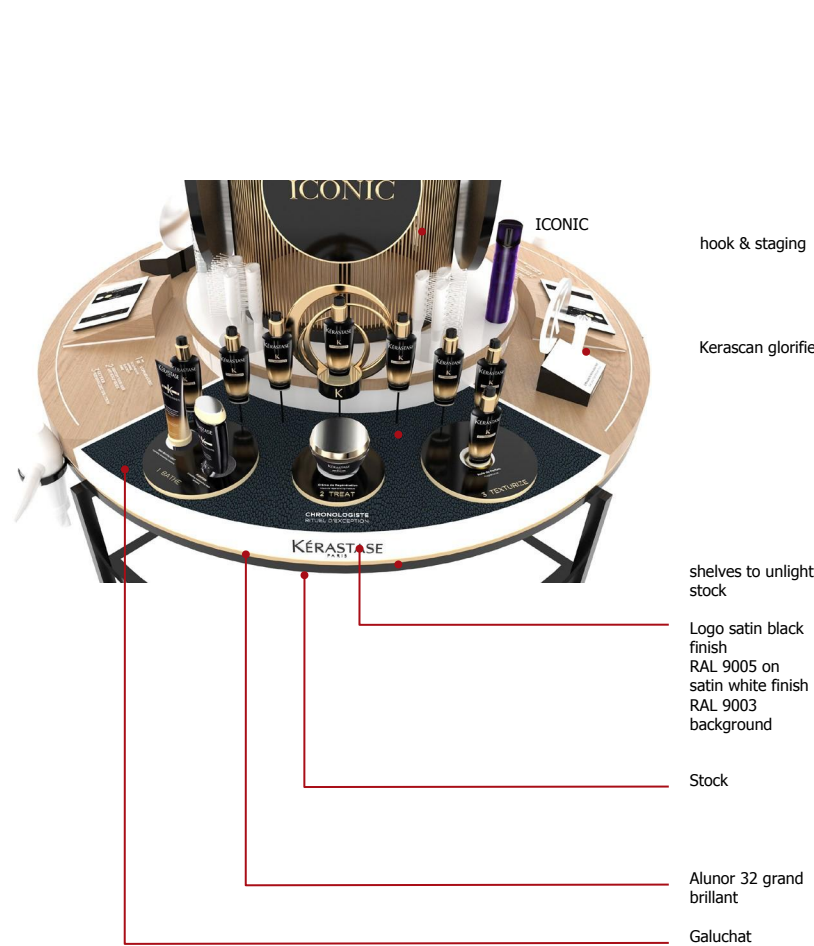


Table exist in two different diameters : Ø 135 cm & 100cm





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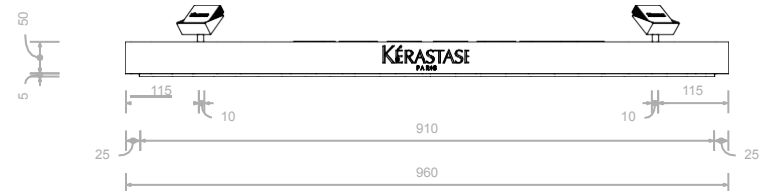
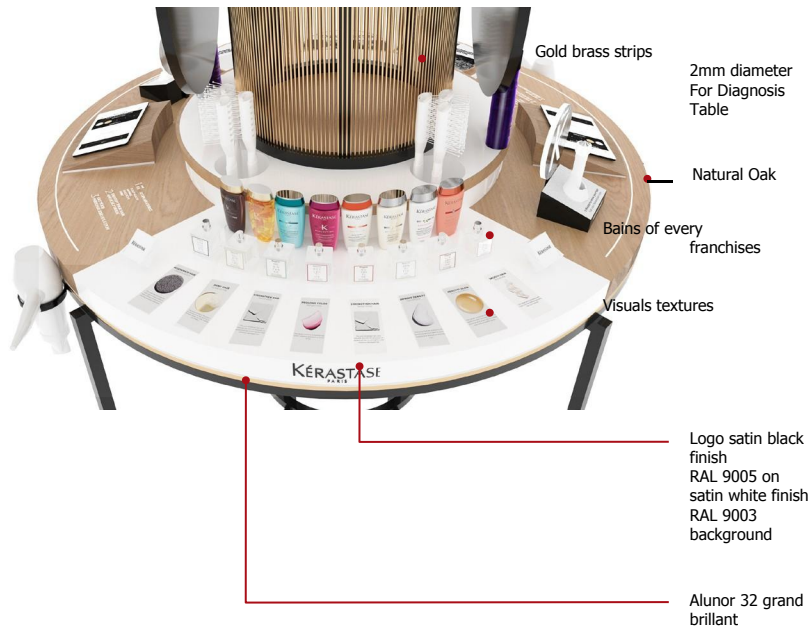
## > DIAGNOSIS TABLE

### - QUARTER 5: OLAFACTORY

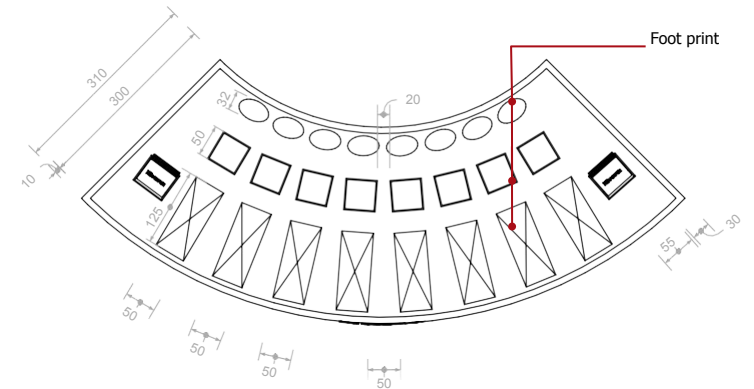
To complete the consumer experience, the olfactory quarter displays the main k erastase franchises with fragrance testers and blotters.

It is an overview of every franchise through a fragrance discovery.

Fragrance testers have to be ordered in campaign BOC. For more details please refer to visual guidelines p 153.



Top view



Front view

! Table exist in two different diameters :  $\varnothing$  135 cm & 100cm

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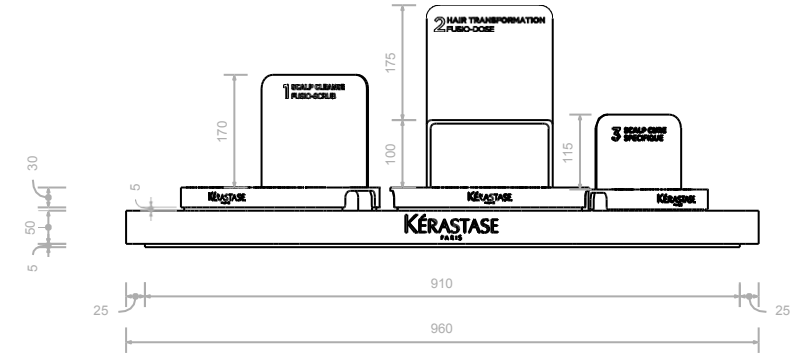
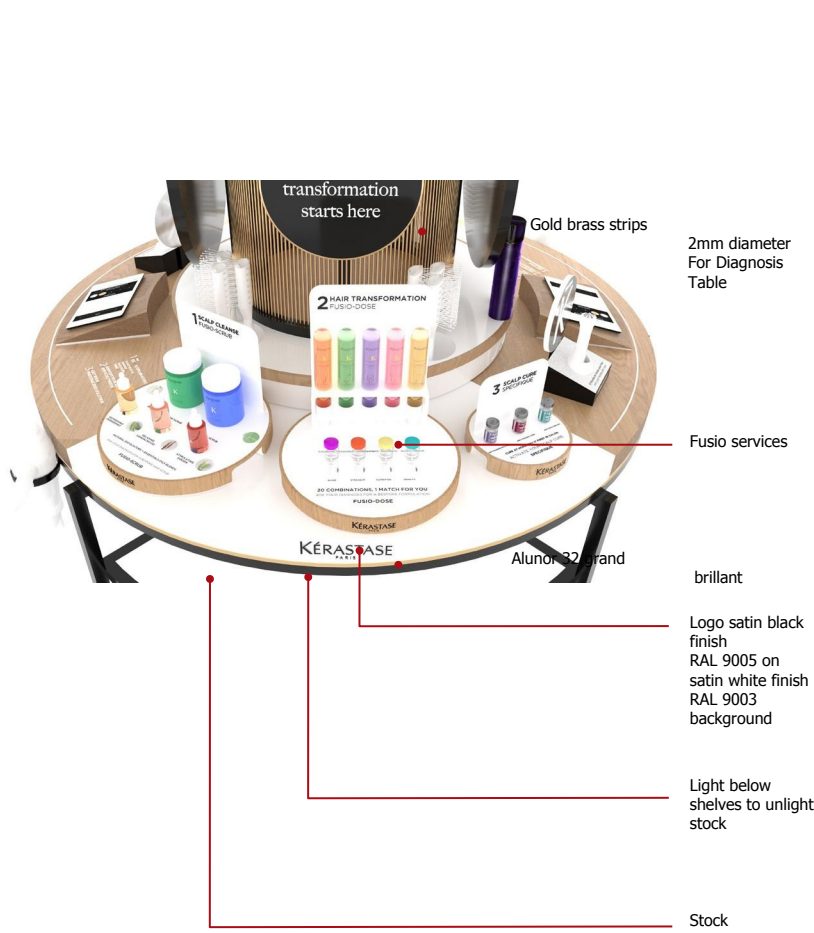
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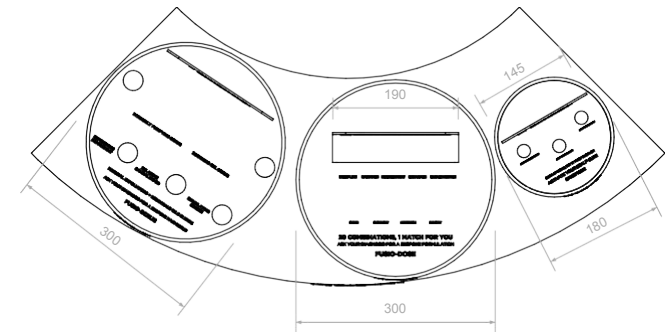
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> DIAGNOSIS TABLE  
- QUARTER 6: FUSIO SERVICES

Use Fusio services quarter only when you propose backbar services in the point of sale. The quarter is an introduction to the backbar services.  
For more details concerning the services plates, please refer to visual merchandising guidelines p 161



Top view



Front view

! Table exist in two different diameters : Ø 135 cm & 100cm

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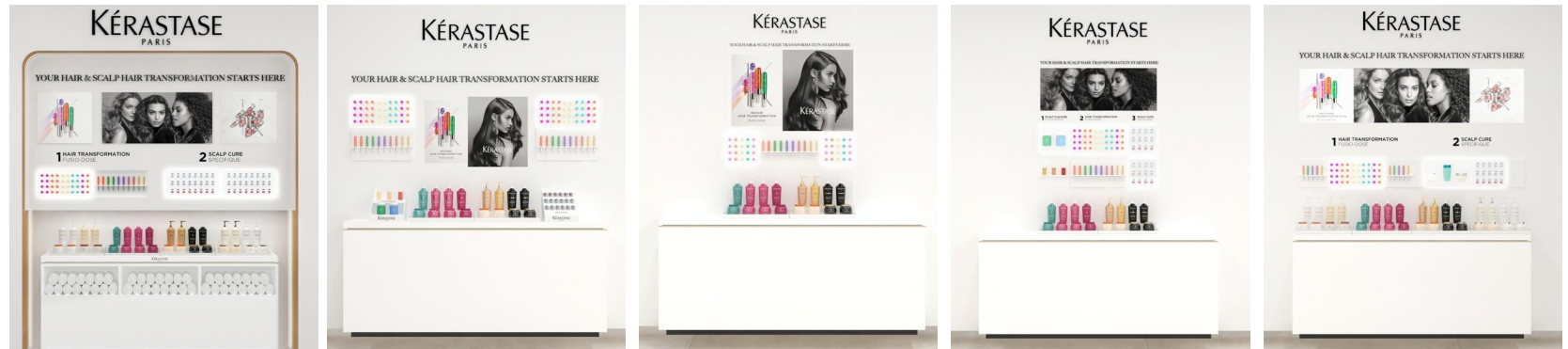
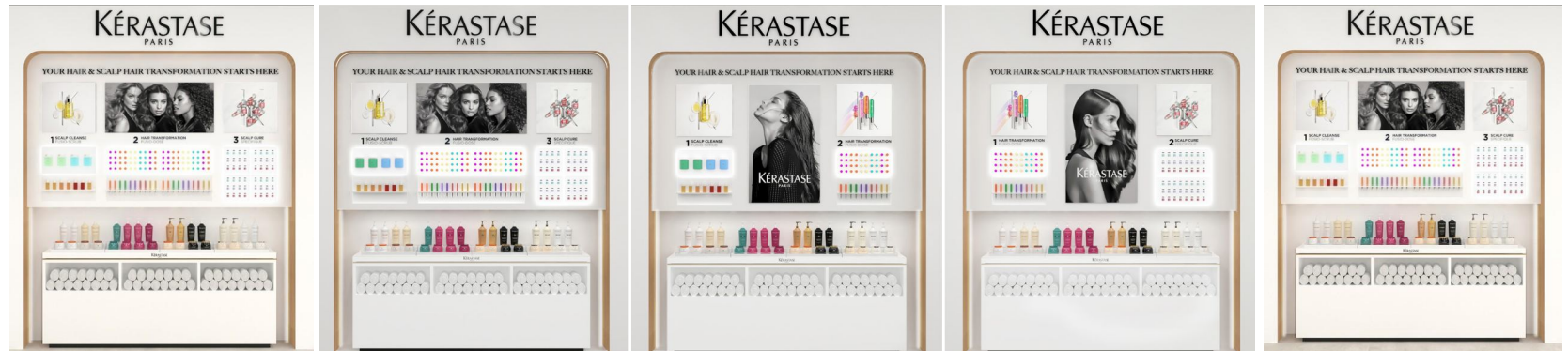
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## > BACK BAR - AGILITY & MODULARITY

The modular back bar elements allow you to build endless configurations.



You cannot stage Fusio-Scrub or Spécifique without Fusio-Dose. For visual rights, please refer to visual guidelines

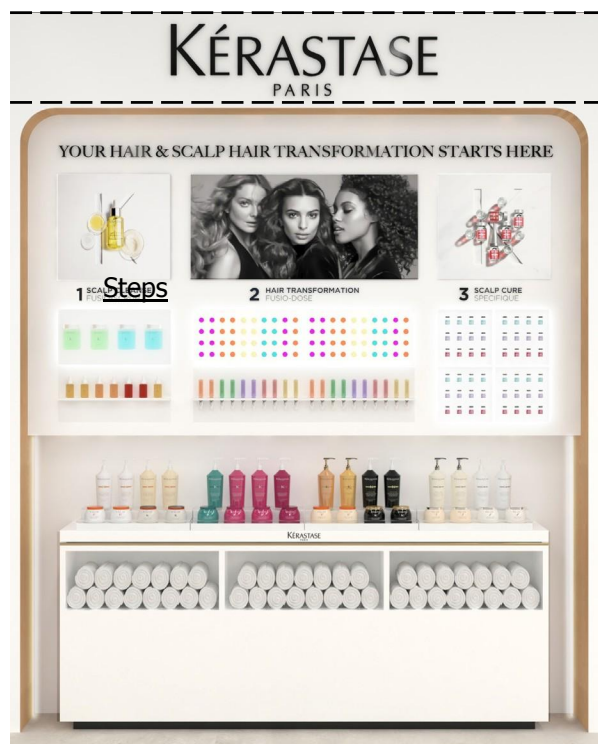


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## > BACK BAR

### - RULES

Respect the following guidelines & Use the elements produced by DMI to be ordered in each campaign BOC to build your back bar.



Logo

Back bar  
signature

Visuals

Modules

LOGO:

- Minimum size is 0.8m wide

BACK BAR SIGNATURE:

- Back bar signature can be translated into the local language.
- Minimum size is 1m wide.
- For Asia it's OK to write «Scalp & Hair» instead of «Hair & Scalp».
- Signature should always be placed above the visuals.

VISUALS:

- Minimum size is 0,5x0,5m. Recommended thickness 3mm.
- You should feature as much as possible still life & beauty visuals.
- Never mix 3 girls institutional visual with other beauty visuals.

STEPS :

- Minimum size is 0,25m wide.
- Staging works for 3, 2 (Fusio-Scrub & Fusio-Dose or Fusio-Dose & Spécifique) or 1 step (Only FUSIO-Dose).
- When there is only one step, there is no need for a number.
- Steps should always be placed below visuals & above the modules.

MODULES:

- Modules should always be staged below the steps.

For more informations on the modules, please refer to Visual Merchandising guidelines p 166



You cannot stage Fusio-Scrub or Spécifique without Fusio-Dose. For visual rights, please refer to visual guidelines

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GONDOLAS

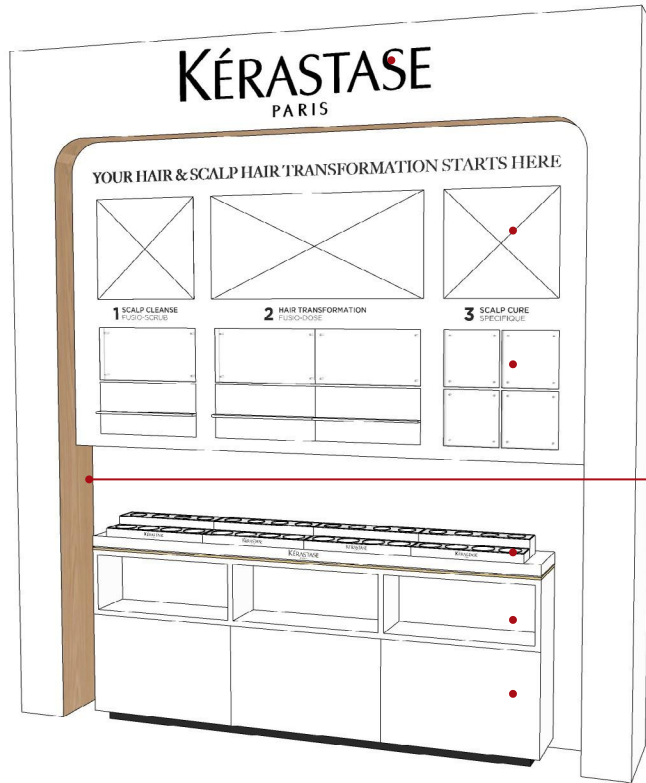
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GONDOLA 120

CASH DESK

# > BACK BAR - STRUCTURE



finish  
RAL 9005 on  
Matte white finish  
RAL 9003  
background

nous visual

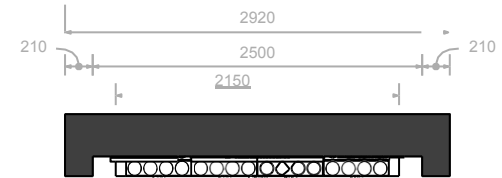
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LED in  
background

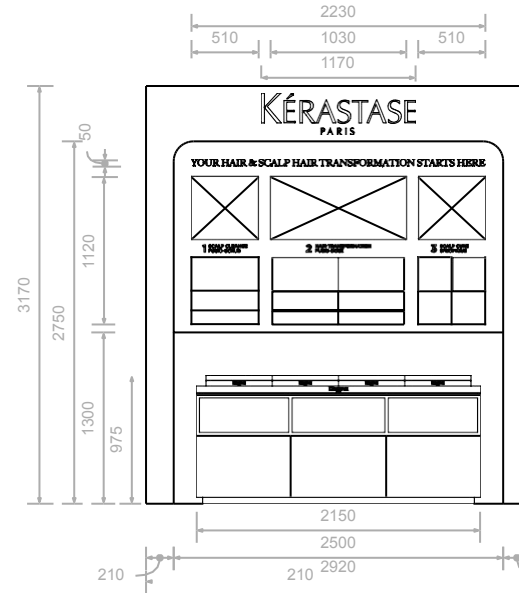
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el storage

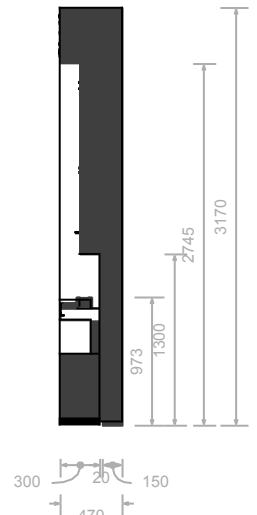
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Top view



Front view



Side view

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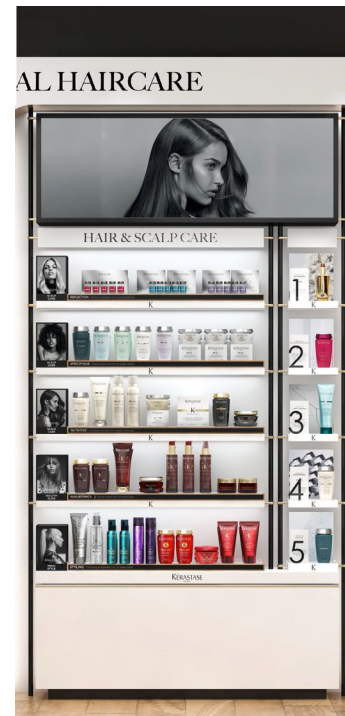
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## > RETAIL BACKWALL

### - AGILITY & MODULARITY

The Retail backwall elements allow you to build endless configurations.



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## > RETAIL BACKWALL

### - RULES



- Brand claim** - GLOBAL :
  - Minimum size of a catalog retail backwall is 1m wide
  - Minimum of Iconisation or Most loved wall is 0,25m wide
  - In specific cases it's possible to stage only Iconisation or Most Loved wall
- Institutional visual** - The choice between the two iconisation iconisation walls depends on your PAX BRAND
- Header** - For more information concerning Brand claim, please refer to Institutional brand codes p.
- Retail area** - VISUAL:
  - You should only use 3 girls visual at the top of the wall
  - In the case of two retail walls, please use Spécifique beauty visual.
  - Minimum size of the institutional visual is 1m wide
 - RETAIL AREA:
  - Retail area is composed of different modular elements.
  - Header could be always placed above the shelves
  - Header is mandatory for each wall
  - To adapt the global height of the wall you can use either 3 or 4 shelves.
- Storage**



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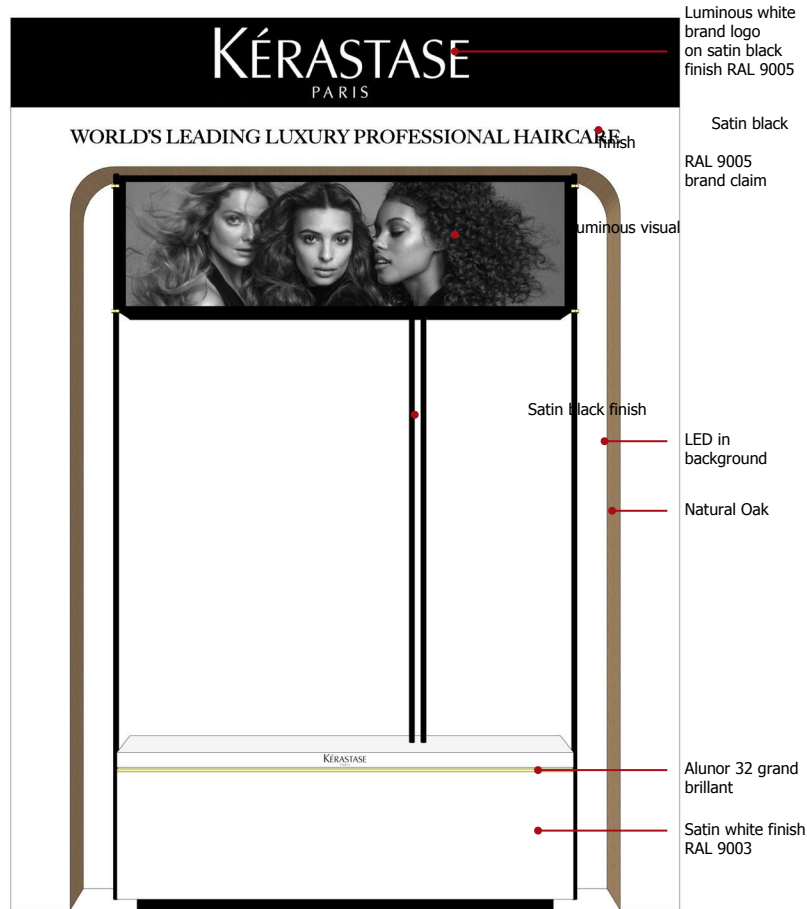
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## > RETAIL BACKWALL - STRUCTURE

Minimum size of a catalog retail backwall is 0,75m wide.  
Minimum of Iconisation or Most loved wall is 0,25m wide.  
In specific cases it's possible to stage only Iconisation or Most Loved wall.



Perspective view



For visual rights, please refer to visual guidelines





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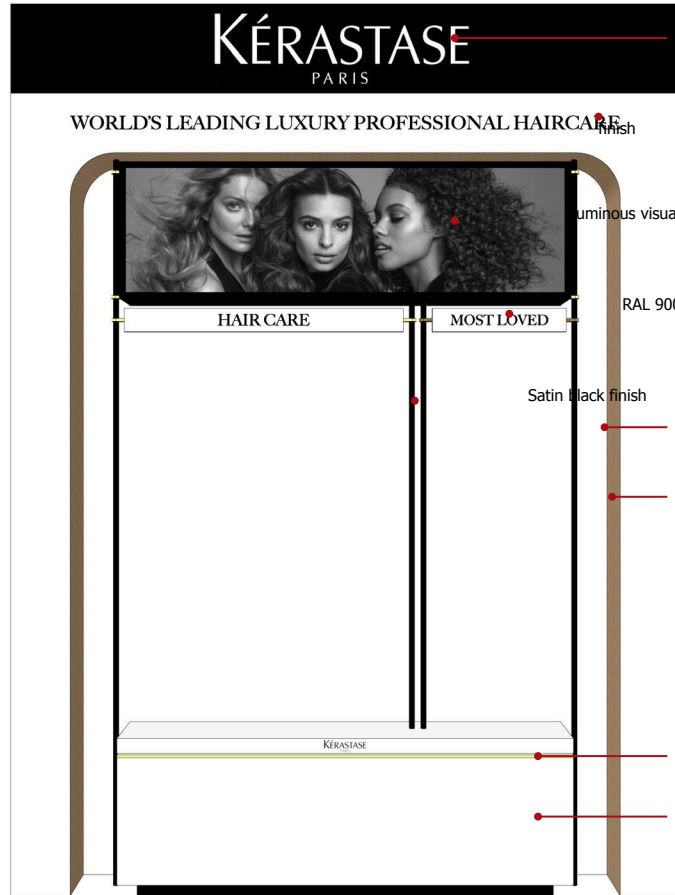
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# > RETAIL BACKWALL - HEADERS



Luminous white brand logo on satin black finish RAL 9005

Satin black

RAL 9005 brand claim

Luminous visual

Satin white finish RAL 9003 with a satin black finish RAL 9005 claim

Satin black finish

LED in background

Natural Oak

Alunor 32 grand brillant

Satin white finish RAL 9003



Perspective view



For visual rights, please refer to visual guidelines



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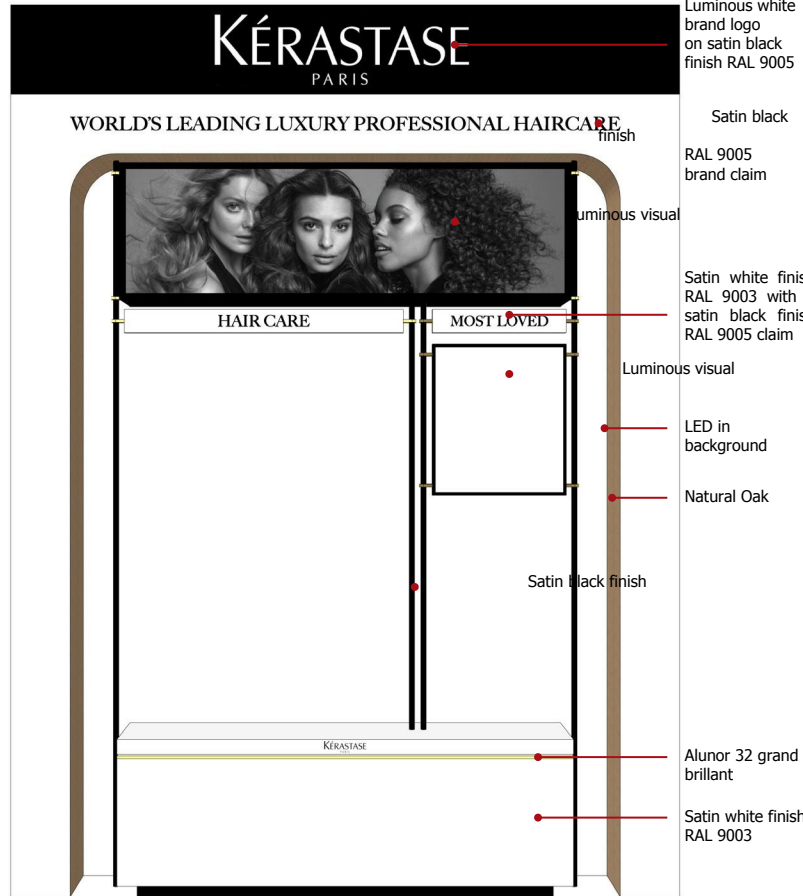
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## > RETAIL BACKWALL - VISUAL MODULES



Perspective view



For visual rights, please refer to visual guidelines



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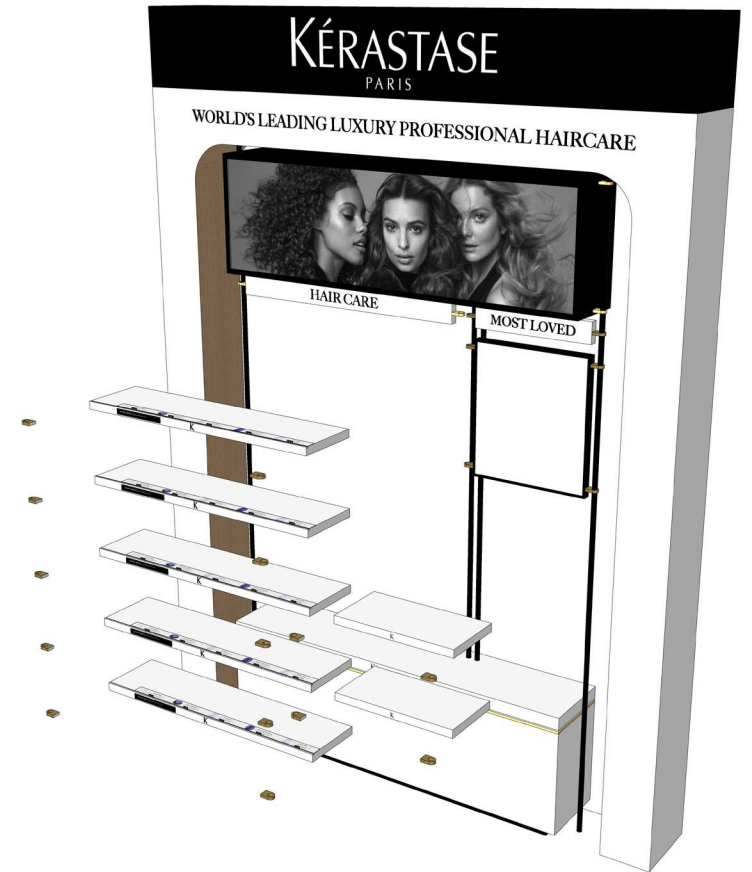
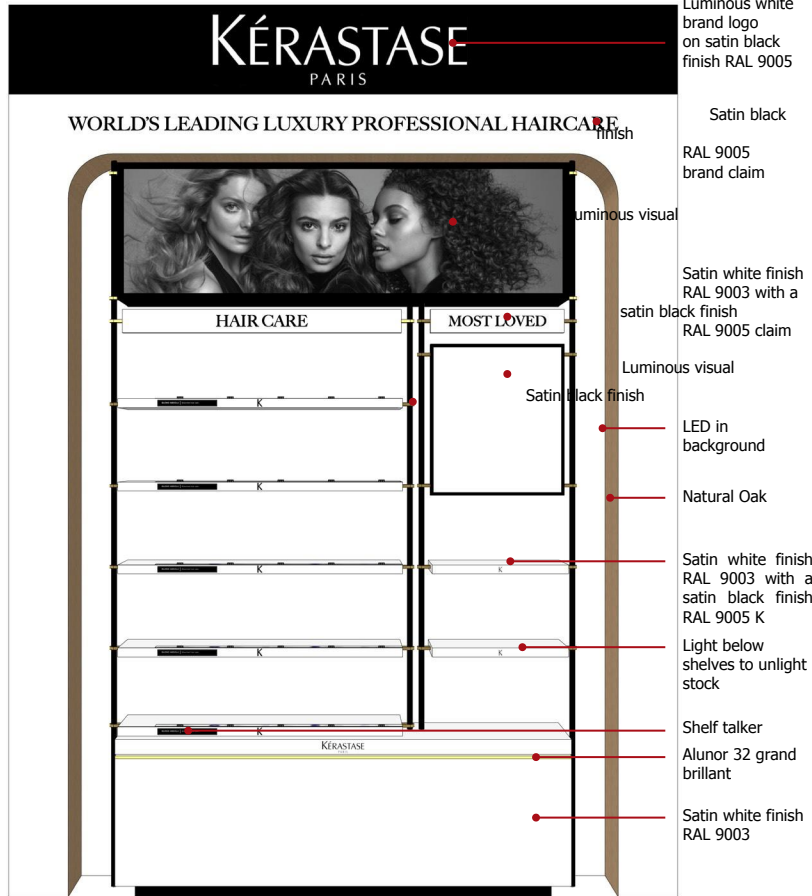
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CASH DESK

# > RETAIL BACKWALL - SHELVES



Perspective view



For more information about Navigation elements, please refer to Visual Merchandising guidelines p 111 For visual rights, please refer to visual guidelines



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## > RETAIL BACKWALL

### - ELIXIR ULTIME- RULES

#### GENERAL:

The Elixir Ultime Wall is always structured with : header, visual, staging shelf & retail shelves.  
You can stage Elixir Ultime wall alone in specific cases.

#### TECHNICAL:

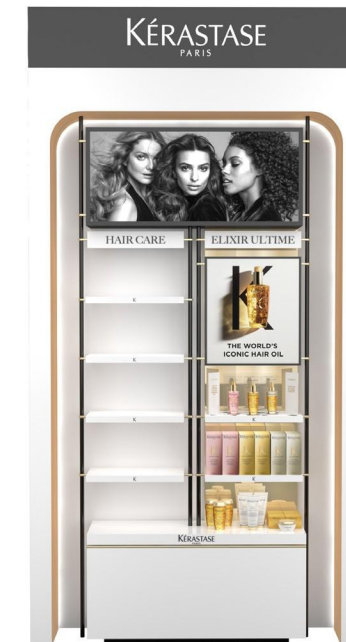
The minimum size is 25cm wide. The maximum size is 50cm wide.  
The dimensions correspond to the entrx of two black structural stems.

#### NAVIGATION:

The claim & texts can be adapted to your language.



Visual  
25cm



Visual  
50cm

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## > RETAIL BACKWALL

### - CHRONOLOGISTE- RULES

#### GENERAL:

The Chronologiste Wall is always structured with: header, visual, staging shelf & retail shelves.  
You can stage Chronologiste wall alone in specific cases.

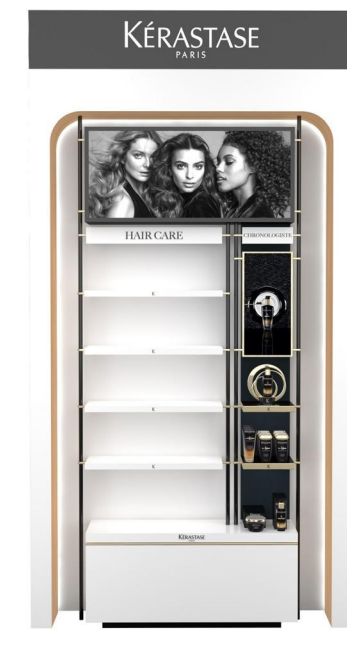
#### TECHNICAL:

The minimum size is 25cm wide. The maximum size is 50cm wide.  
The dimension corresponds to the entrax of two black structural stems.

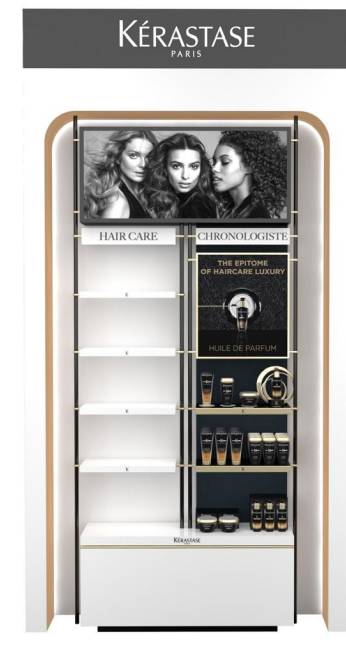
#### NAVIGATION:

The claim & texts can be adapted to your language.

- To make a visual difference between all other franchises, Chronologiste shelves & visual module are gold.



Visual  
25cm



Visual  
50cm



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## > RETAIL BACKWALL

### - MOST LOVED- RULES

#### GENERAL:

The Most Loved Wall is always structured with : header, visual only when 50cm wide & 5 staging shelf. You can stage Most Loved wall alone in specific cases.

You have to display each Most Loved product with the following mandatory elements : number, Consumer Review, Name of the product, Benefit, Background visual & texture of the product.

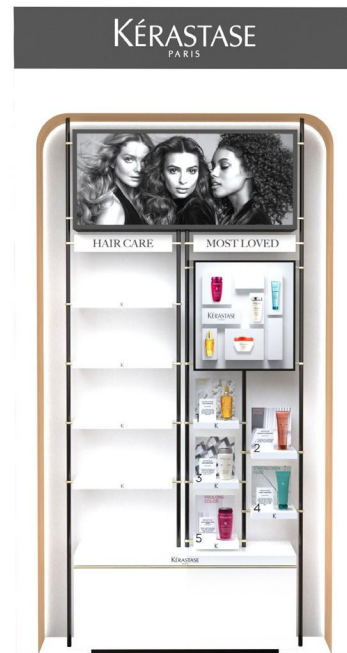
#### TECHNICAL:

The minimum size is 25cm wide. The maximum size is 50cm wide.

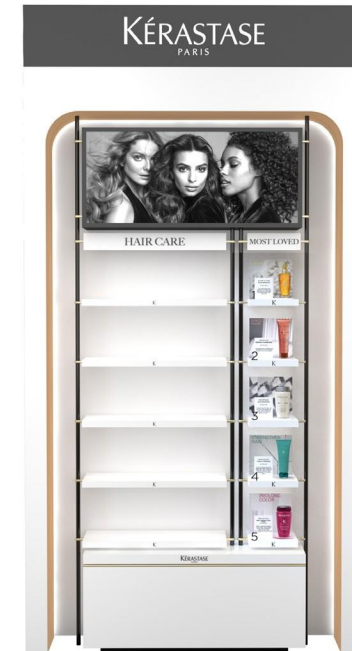
The dimensions correspond to the entrax of the two black structural stems.

#### NAVIGATION:

The claim & texts can be adapted to your langague.



Most Loved Backwall with visual  
50cm



Most Loved Backwall  
25cm

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## > RETAIL BACKWALL

### - MOST LOVED- SHELF

The claim & texts can be adapted to your language.

You have to display each Most Loved product with the following mandatory elements : number, Consumer Review, Name of the product, Benefit, Background visual & texture of the product.

Most Loved product assortment depends of your zone recommendation.



transparent  
folded PMMA  
with printed  
visual (local  
print)

Number in  
black metal

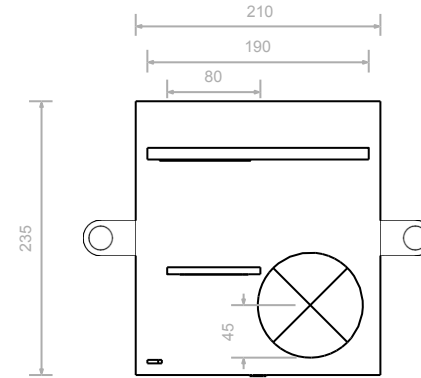
Luminous texture

Satin black

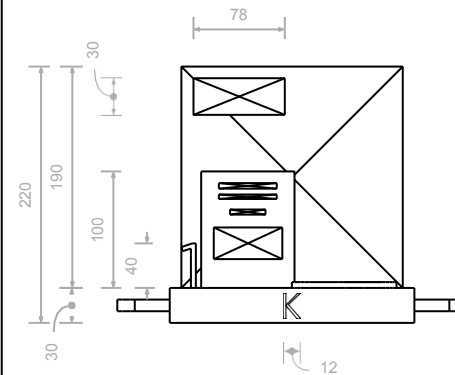
RAL 9005

Alunor 32 Grand  
Brilliant  
Gold furniture  
details

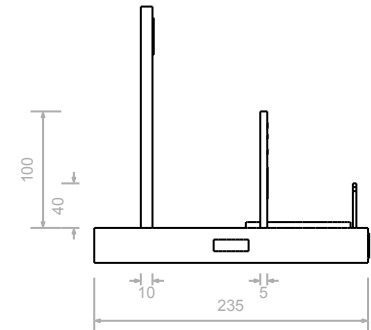
RAL 9003



Top view



Front view



Side view



Exist in 25 cm



For visual rights, please refer to visual guidelines



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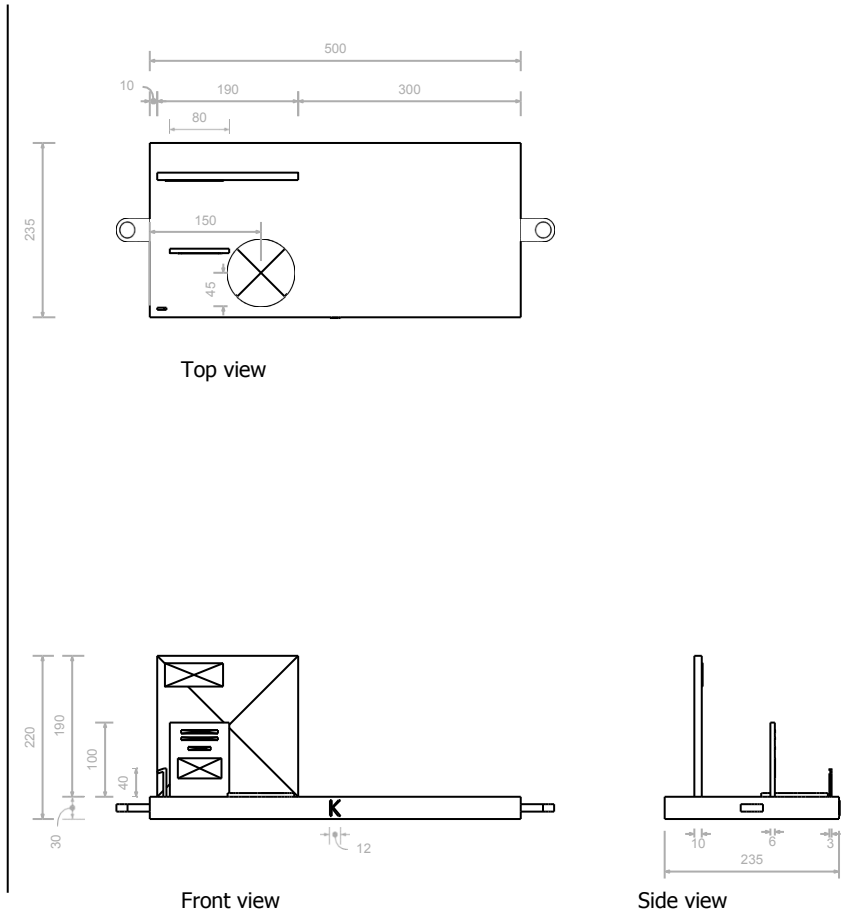
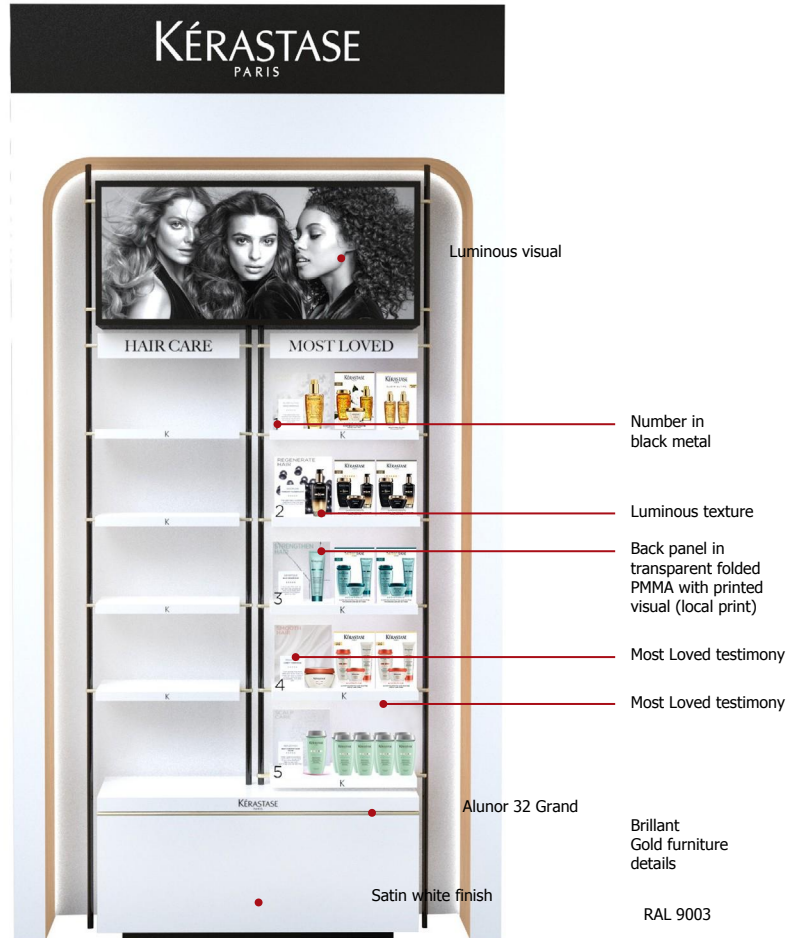
## > RETAIL BACKWALL

- MOST LOVED- TRAVEL RETAIL VERSION

This version is only for Travel Retail.

It exists only in 50cm wide.

It allows to link the Most Loved products to each TREX proposed in the assortment.



! For visual rights, please refer to visual guidelines



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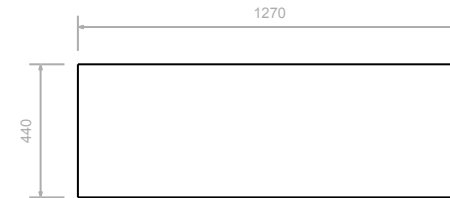
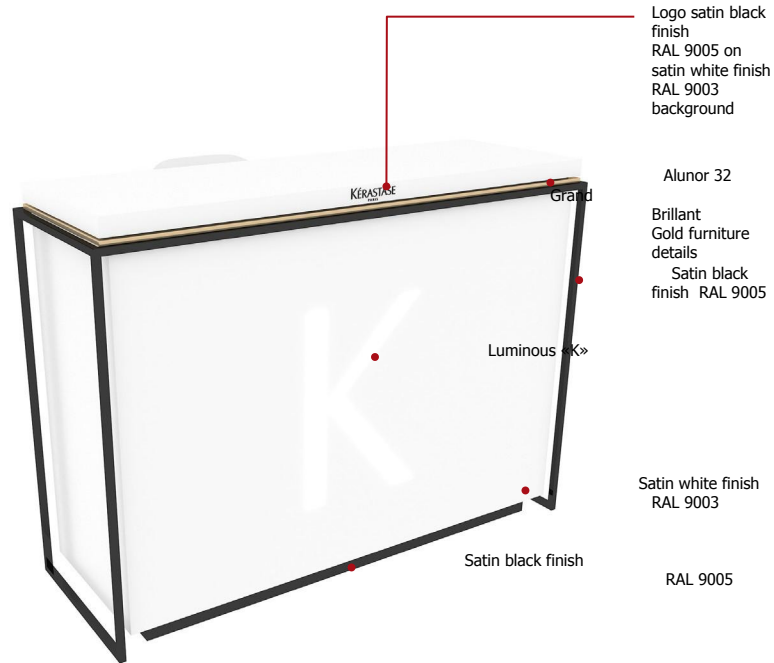
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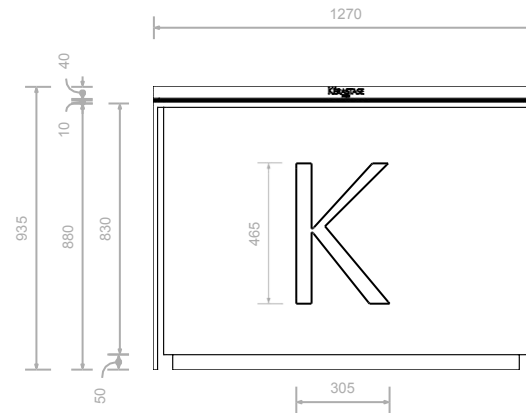
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## > CASH DESK

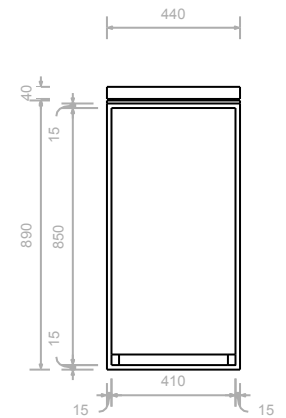
When you are able to personalize the cash desk in a POS, use the following technical guidelines.



Top view



Front view



Side view

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- DISPLAYER
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- PREMIUM SHELF TALKER
- BASIC SHELF TALKER
- PRICE & INFORMATION HOLDER
- PREMIUM MOST LOVED GLORIFIER
- BASIC MOST LOVED HOLDER NEW DISPLAY
- ROUTINE PODIUMS
- OLFACTORY TESTERS
- LOLLIPOPS
- MODULAR MOST LOVED GLORIFIER
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- KERASCAN GLORIFIER
- PREMIUM FUSIO-SCRUB STATION
- PREMIUM FUSIO-DOSE STATION
- PREMIUM SPECIFIQUE STATION
- [PRESTIGE FUSIO DISPLAY](#)
- FUSIO-DOSE GLORIFIER
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- TECHNICAL BAINS & MASQUES GLORIFIERS
- SCRUB DISPLAY

## > SERVICES

### - PRESTIGE FUSIO DISPLAY

Prestige Fusio wall is the most efficient tool to engage conversation on personalized Fusio services before the back bar. It must be placed at close to the diagnosis area. The wall is made with the modular backbar elements Texts & claim can be translated into your language. The visual must be luminous & removable.



Luminous visual

Text satin black

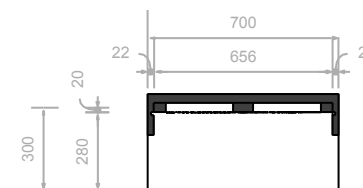
Staging

Satin white

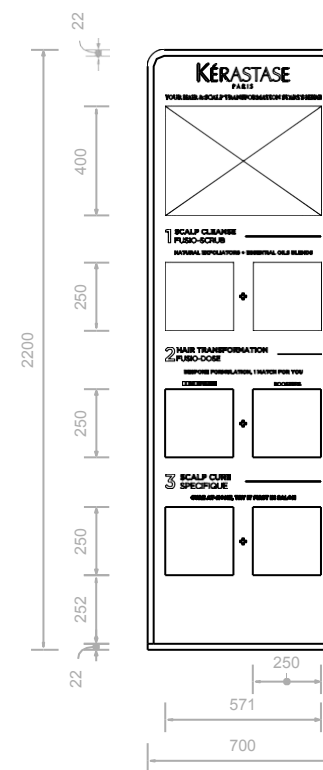
Logo satin black  
finish RAL 9005

finish RAL 9005  
on satin white  
finish RAL 9003  
background

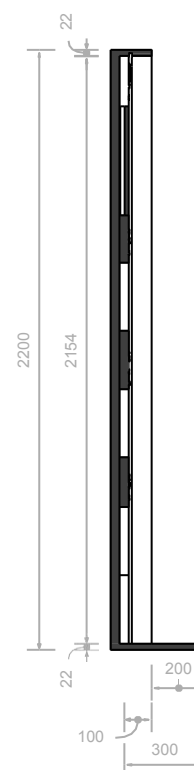
finish RAL 9003



Top view



Front view



Side view



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RETAIL AREA

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- DISPLAYER
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- BASIC VISUAL BOX
- PREMIUM SHELF TALKER
- BASIC SHELF TALKER
- PRICE & INFORMATION HOLDER
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- MODULAR MOST LOVED GLORIFIER
- MOST LOVED FREESTANDING UNIT
- PERMANENT GLORIFIER

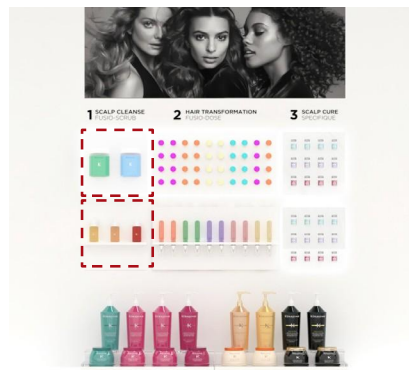
SERVICES

- PORTABLE DIAGNOSIS SALON
- KERASCAN GLORIFIER
- PREMIUM FUSIO-SCRUB STATION
- PREMIUM FUSIO-DOSE STATION
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- TECHNICAL BAINS & MASQUES GLORIFIERS
- SCRUB DISPLAY

## > SERVICES

### - SPECIFIQUE DISPLAY

For personalized Fusio wall.  
 Modular back bar elements for Fusio-Scrub.  
 The Scrub element hold 2 Scrubs & The Oil element hold 3 oils.

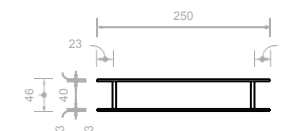


Glass

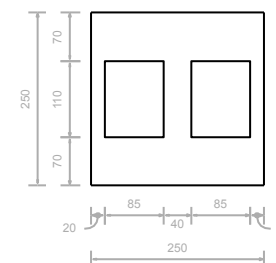


Staging

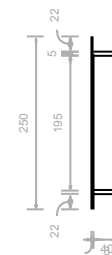
Satin white finish RAL 9003



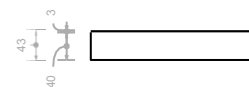
Top view



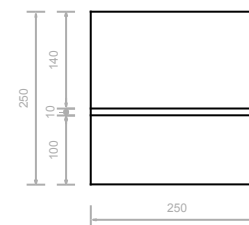
Front view



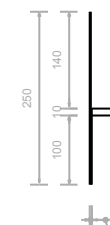
Side view



Top view



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Side view



To be ordered in campaign BOC.



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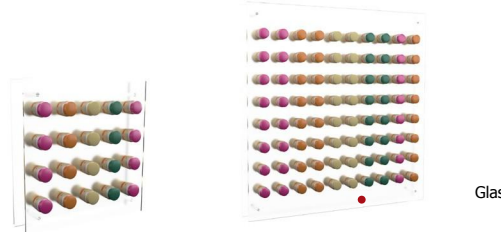
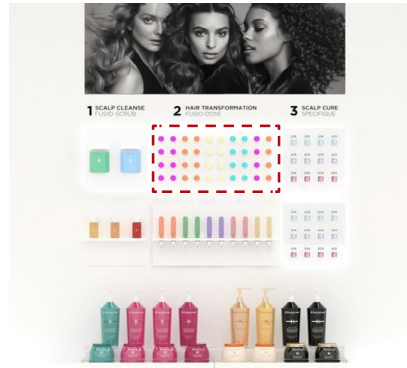
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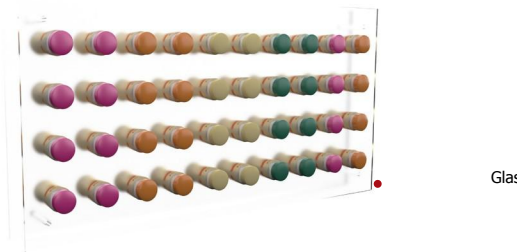
> SERVICES

- FUSIO-DOSE HOLDERS- CONCENTRES

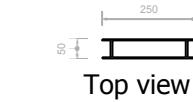
For personalized Fusio wall.  
Modular back bar elements for Fusio-Dose. 3 sizes to fit all configurations.



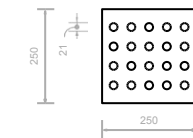
Glass



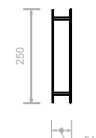
Glass



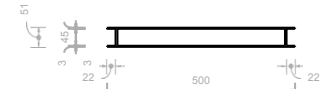
Top view



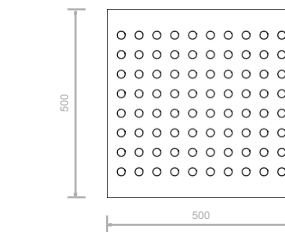
Front view



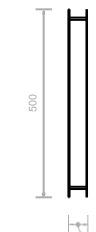
Side view



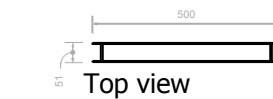
Top view



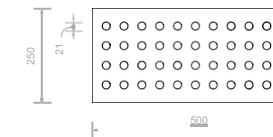
Front view



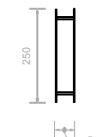
Side view



Top view



Front view



Side view



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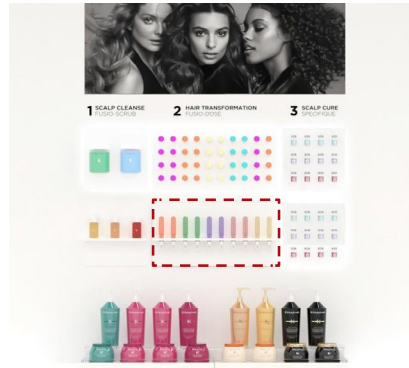
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> SERVICES

- FUSIO-DOSE HOLDERS- BOOSTERS

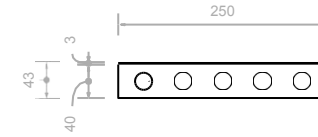
For personalized Fusio wall.  
Modular back bar elements for Fusio-Dose 2 sizes to fit all configurations.



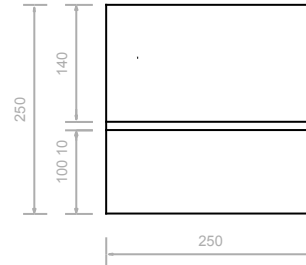
Satin white finish RAL 9003



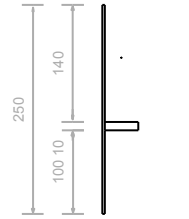
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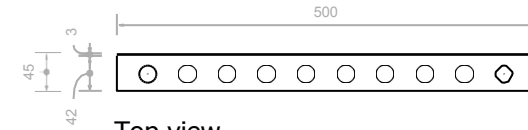
Top view



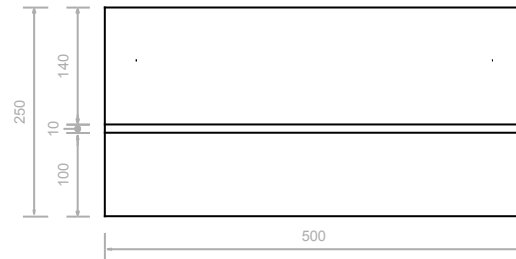
Front view



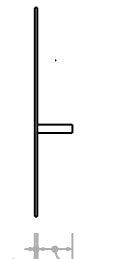
Side view



Top view



Front view



Side view



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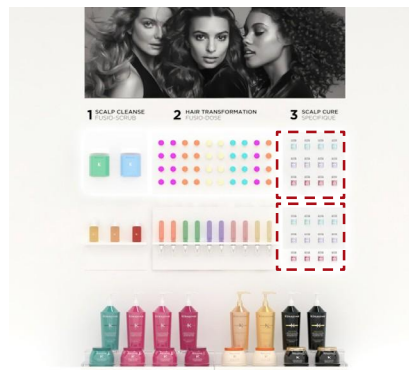
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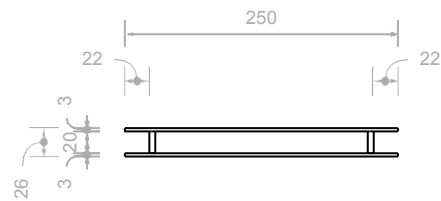
## > SERVICES

### - SPECIFIQUE HOLDER

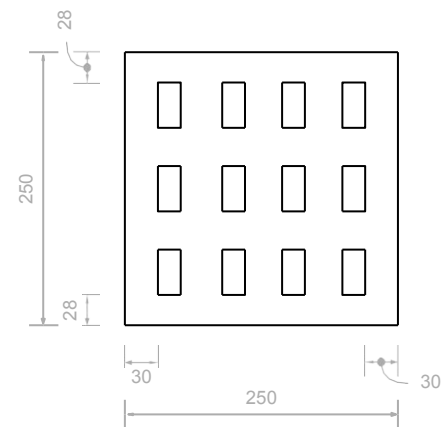
For personalized Fusio wall.  
Modular back bar elements for Spécifique Holds 24 boosters.



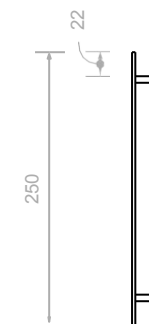
Glass



Top view



Front view



Side view



To be ordered in campaign BOC.

