

BEAUTY & COSMETICS



**THREE
POINT**

EURO PARFUMS

De Marley H Beauty Updates

We executed the updates for Parfums de Marly's retail display at the across Harrods Beauty stores. The updates deliver a striking and elevated brand presence that seamlessly blends luxury with modern sophistication, matching the Harrods store environment aesthetic.

Featuring a premium illuminated lightbox showcasing the Perseus fragrance, the display draws attention through warm, golden tones and refined imagery that reflect the brand's aristocratic French heritage. The sleek island unit allows for 360° visibility and interaction, with meticulously arranged products on minimalist shelving, enhancing the visual appeal while reinforcing Parfums de Marly's identity as a prestige fragrance house.

Positioned strategically within Harrods' luxury beauty floor - alongside names like Bvlgari - the display is designed to maximize foot traffic and brand recall. Its clean architectural lines, cohesive colour palette, and integrated lighting not only elevate the in-store experience but also establish a clear statement of elegance and exclusivity.

This visual merchandising update strengthens Parfums de Marly's standing in the competitive luxury fragrance space and underscores Euro Parfums' commitment to retail excellence.





GLOW HUB

Superdrug UK Beauty Playground Event

We collaborated with Glow Hub on their recent brand activation for their Superdrug Beauty Playground event located at The Trafford Centre, Manchester!

The brief was to design, manufacture and deliver a whole package of point of sale. We supplied branded podium plinths which were sprayed in their branding guideline pantone, with vinyl print logo branding on all four sides - showcasing the logos from whatever angle you visit their activation in store. To tie in with experiential marketing, it was fun to incorporate a bespoke sprayed trolley and a fixed branded flag so they could showcase their full-sized products where customers can touch, feel and experience the brand in all of its glory.

We also had the pleasure to include one of our most popular requests - a giant product factice, but this time - a card strut standee of their Scar Slayer Facial Serum product that has been a big success, and has been part of their product line since 2021! This larger than life showcase stands proud in their activation space and draws your attention straight to the brand. Whether it's for social media interaction, look-and-touch or to promote impulse purchasing - they just work!

The event was exclusive and electric - an invite only event for brands, beauty influencers, makeup gurus and more! The Prosecco was flowing, the DJ sound-filled the entire store and flooded the ground floor of the Centre with music, which enticed further customers to enter store and have a peak at the event themselves.

It was a great way for influencers to interact with the brands first-hand, to touch and feel the product in person, get involved in some fun activities and take home some PR from each brand.

EURO PARFUMS

De Marley Visual Updates

We continued collaborating with the Euro Parfums team to further execute more striking visual merchandising updates for the Parfums de Marly range across a selection of Harrods beauty stores.

These updates reinforced the brand's luxurious identity across multiple high-impact zones. The installation features custom-designed architectural displays with crisp white lacquer finishes, metallic accents, and elevated brand headers for strong visibility.

Strategically placed illuminated lightboxes showcase key campaigns like "Daring Classics," blending elegant gold-accented artwork with storytelling to elevate brand engagement. Each display island is thoughtfully designed for 360° access, ensuring seamless customer interaction and product discoverability across the full fragrance collection.

A key highlight of the update includes the integration of personalised consultation corners, complete with sculptural elements and seated spaces that transform the retail experience from transactional to immersive. These zones invite deeper exploration of the Parfums de Marly range while reflecting the prestige expected within Harrods.

This comprehensive merchandising approach not only amplifies brand presence on the beauty floor but also delivers an elevated, narrative-driven shopping experience that aligns with the refinement and heritage of Parfums de Marly.





NUXE PERFUME

Boots HQ

We collaborated with NUXE Perfumes on their Huile Prodigieuse product line to create a larger than life giant factice activation.

Being bold, and creating life-like products at scale has become one of our many specialities in the retail space. The bottle stands proud, and pride of place in Boots HQ where it greets customers, clients, staff and has quickly become a go-to spot for NUXE content, selfies and adds theatre to the beautifully existing head office atrium.

The factice is a whopping 1500mm high factice is made of the highest-grade material to create this luxurious detailed one of a kind bottle. The cap has been vac-metalized in a mirror gold finish with the brand tree logo on the top of the cap - the attention to detail is incredible.

This perfume is one of the beauty industries most iconic products. Today, it's the number 1 oil in France and many other countries (Italy, Spain, Portugal, Belgium), with one sold every 7 seconds worldwide!

GLOW FOR IT

Boots Battersea Beauty Event

We collaborated with the Glow For It team on their Beauty Only weekend event at the Boots Battersea store in London. For this project we designed, manufactured, and delivered a Spin To Win Wheel and 4 gloss finish MDF product showcase plinths where their infamous Lash Growth Serum fits proudly in the cut-out holes. For logo representation, we also used vinyl cut-out stickers for the plinths to be remained branded - making it recognisable for customers entering store.

Dipping into Experiential Retail Marketing, we proudly produced their Spin To Win Wheel which were giving customers chance to win giveaway prizes live in store, as well as engaging with the unit itself. Standing proudly in the beauty space - it enticed customers to get involved and interact with the Glow For It team!

The event was such a fun experience - it even had a sweet station, as well as other products being showcased, a chance to meet the Founder, Daisy and it also showcased our Giant Product Factice which we previously made for the team!





POUNDLAND - MULTI BRAND

Store roll-out

We collaborated with Poundland to help them with their store refresh for their Fort Store in Birmingham. The brief was to refresh their entire in-store point of sale.

This included everything from the design and planning stages through to manufacture, delivery, and final installation. With a tight timeline and a detailed floorplan to work to, execution had to be precise, efficient, and of the highest quality. Our scope of work included, but was not limited to: Printed graphics, Branded bay frames with headers and aisle fins, Wayfinding Signage Systems, Large-format print elements.

The refreshed store environment not only enhanced the customer experience but also reinforced Poundland's brand presence across key retail categories - from beauty, cosmetics, haircare, food, drink, pets, fashion (Pepco), and home goods.



EURO PARFUMS

Narcotic Visual Print Updates

We executed another Euro Parfums print activation for a powerful visual merchandising update at Harrods for INITIO Parfums Privés, centered around the provocative “Narcotic” campaign.

The installation featured bold, high-contrast hero visuals - anchored by the striking red Narcotic icon—strategically displayed across INITIO’s signature oval-shaped display islands. The sleek, minimalist units, finished in textured grey stone and white lacquer, provided 360° accessibility, allowing for immersive product interaction.

Integrated lighting subtly highlighted the fragrances, while the campaign’s emotionally charged visuals created an atmosphere of seduction and intrigue, aligning perfectly with INITIO’s high-concept brand identity.

Positioned among other luxury fragrance houses like Parfums de Marly, Bvlgari, and Moncler, the INITIO setup strengthened its prestige positioning within Harrods’ beauty hall. The campaign successfully fused visual storytelling with modern display aesthetics, enhancing brand visibility and shopper engagement.

This update not only amplified INITIO’s presence on the floor but also reinforced Euro Parfums’ ability to translate bold brand narratives into refined, high-impact retail environments.





GLOW FOR IT

London Pop-up

Think customer centric, think exclusive.

We collaborated with Glow For It for their Christmas pop-up campaign. From a fun, e-commerce strong based brand - they wanted to work with us on their first ever in-person presence and host an exclusive pop up shop in the heart of London!

It was the first of its kind - Glow For It's first retail space they have featured. The event comprised across three days where influencers, and customers can meet-and-greet the team, touch, feel and test the product and soak in the brand aura that Glow For It possesses.

The venue was a stunning art gallery which they hired out for the duration of the event. It drove amazing PR, created social media buzz and drove people to enter the city and take a visit!



MGC DERMA

Bespoke Product Glorifiers

We were thrilled to collaborate with MGC Derma, a pioneer in high-performance CBD-infused skincare, to enhance their retail presence within the prestigious Prince Pharmacy in London.

The goal was to translate MGC Derma's minimalist, science-forward brand identity into a tangible retail experience that would capture the attention of a discerning London clientele.

MGC Derma required a physical retail solution that could effectively differentiate their five distinct product ranges while maintaining a cohesive brand aesthetic.

The displays needed to be "glorifiers" - premium fixtures that not only hold products but also elevate them as high-value, dermatological solutions.

Our team ran the end-to-end process of designing, manufacturing, and delivering a suite of custom-built skincare trays. By utilizing premium materials and precise branding techniques, we ensured that the final products felt like a natural extension of the MGC Derma brand.

- **Custom fabrication:** We produced 10 bespoke skincare trays, engineered specifically to house the Ageless, Revive, Everyday, Ultra Lift, and the specialized 3-Step System products.

- **Materiality & finish:** Each unit was crafted from high-gloss white acrylic, providing a clean, clinical, yet luxurious backdrop that reflects the purity of the brand's formulations.

- **Precision branding:** To aid in consumer navigation and brand recognition, each tray featured:

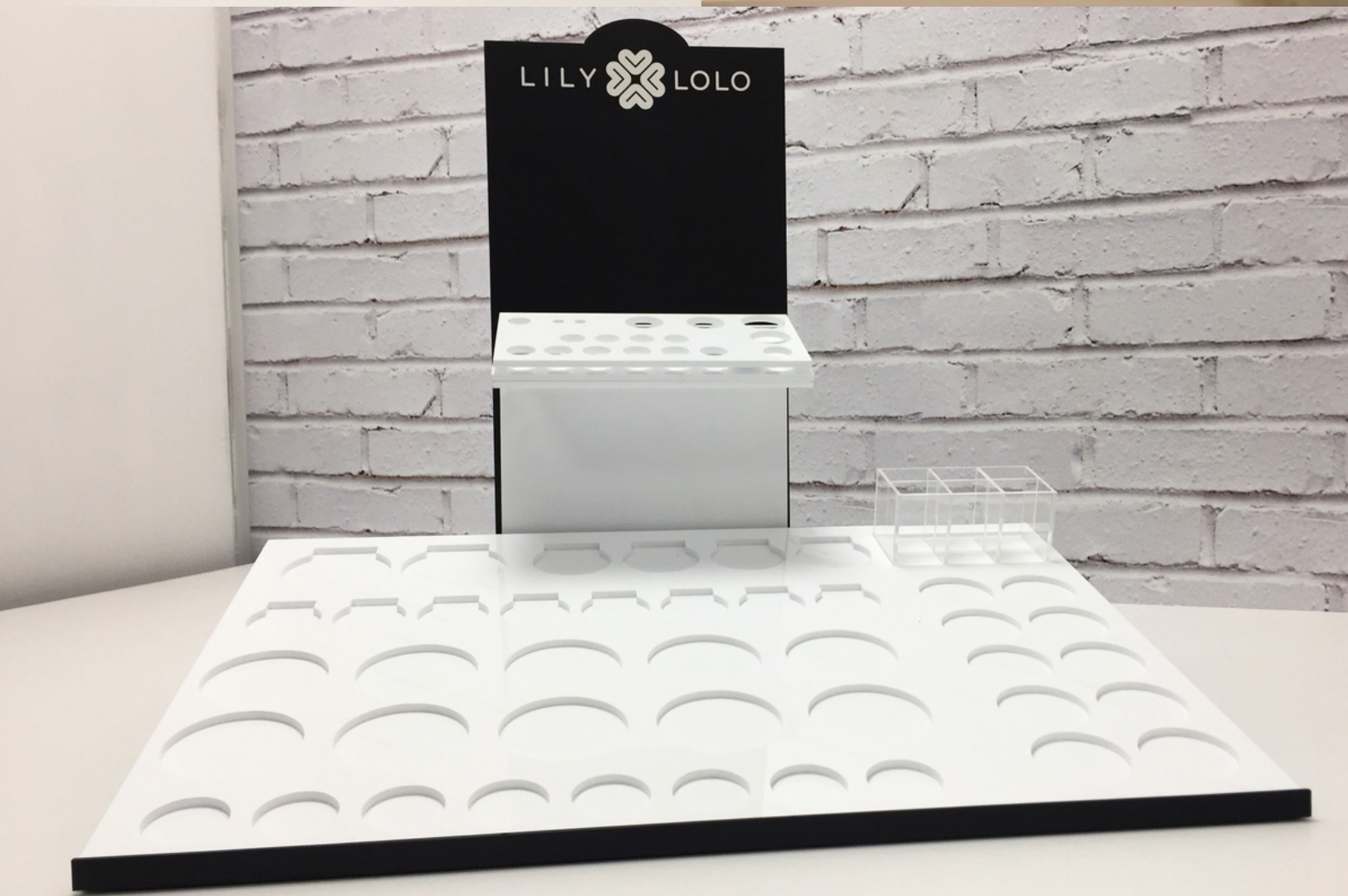
- 1) The MGC Derma logo: Crisply integrated for high visibility.
- 2) Intuitive product mapping: Specific product locations were marked to ensure the display always remains organised and professional.
- 3) Range-specific colour coding: We utilized a sophisticated colour palette on the tray bases and headers, matching each range's specific branding to allow customers to easily identify their preferred skincare line (e.g., the calming greens of the Everyday range vs. the sophisticated tones of Ultra Lift).

The final installation at Prince Pharmacy offers a seamless, premium shopping experience.

These glorifiers act as silent brand ambassadors, providing a structured, visually appealing display that successfully highlights the unique benefits of MGC Derma's innovation-led products.

The project stands as a testament to how bespoke retail design can transform a product into an experience.





LILY LOLO

Counter Top Unit

The Lily Lolo Counter Display Unit (CDU) is a sleek, minimalist solution designed to showcase the brand's mineral cosmetics at point-of-sale. With a matte black upright panel for strong brand visibility and a white recessed tray tailored for various product sizes - the CDU combines clean aesthetics with practical functionality.

Its compact, tiered structure allows for organized tester placement, making it easier for shoppers to explore the range while reinforcing Lily Lolo's clean beauty positioning. The design supports a range of SKUs—from foundations to lip balms - making it ideal for boutiques and salons with limited retail space.

By prioritizing simplicity, modularity, and user-friendly access, the CDU has delivered a measurable impact at retail. Stockists report increased customer engagement and ease of restocking, while pilot placements saw up to an 18% lift in product interaction. The display aligns with Lily Lolo's brand values and retail strategy, offering a lightweight, adaptable unit that enhances shopper experience and boosts conversion at the counter.

It's a prime example of how well-executed display design can elevate both product visibility and brand recall in competitive retail environments.

FACE GYM

Illuminated Bespoke Counter Display Unit

When FaceGym - the pioneers of facial fitness required a retail presence that matched the prestige of the Swiss Alps, they turned to us for a high-end, bespoke solution. We designed, manufactured, and delivered a bespoke Illuminated Counter Display Unit exclusively for the world-renowned Kulm Hotel in St. Moritz, Switzerland.

The objective was to create a 'sanctuary of skin' that reflected the brand's clinical-meets-luxury aesthetic while standing out in the hotel's warm, wood-paneled interior.

FaceGym isn't just skincare; it's a category of one. Known globally for their "workouts" rather than "facials," they focus on the 40+ muscles in the face.

- **The philosophy:** Just as you hit the gym to tone your body, FaceGym uses high-performance tools and skincare to lift, sculpt, and brighten the face.
- **The offering:** A synergy of "Training Sticks" (skincare), advanced medical-grade tools (like the Pure Lift Face EMS device), and manual massage techniques.
- **The vibe:** High-energy, results-driven, and technologically advanced.

Design & Engineering excellence - To honour both the brand and the luxurious setting of the Kulm Hotel, we developed a unit that prioritized light, levels, and luxury materials.

The key technical features include:

- 4-level podium effect: We engineered a tiered glorifier system, allowing various product heights - from the rounded FaceGym globes to tall serum bottles - to be displayed with optimal visibility.
- Bespoke illumination: The unit features a fully illuminated base that emits a soft, diffused glow. This under-lighting highlights the transparency of the product bottles and creates a halo effect around the signature FaceGym tools.
- Premium finishes: The display is encased in a brushed silver trim, providing a sleek, architectural contrast to the natural wood surroundings of the hotel.
- Brand integration: High-contrast, precision-printed branding ensures immediate brand recognition in a busy spa environment.

The results and impact of this display serves as a focal point within the Kulm Hotel's wellness space.





COTY | RIMMEL

Certified Rimmel Café Crush Giant Cup

When global beauty powerhouse COTY reached out with an ultra-tight deadline, we successfully fast-tracked the design, production, and delivery of a show-stopping experiential marketing asset.

In just six days, we transformed a concept into a fully branded, giant coffee cup prop that served as the centre piece for Rimmel's high-profile London event.

Experiential activations require flawless execution, but they usually come with weeks of lead time. COTY contacted us on April 24th requiring a complete turnkey solution - design, manufacturing, printing, and delivery by April 30th.

This left zero margin for error in engineering a structurally sound, beautifully finished giant prop that perfectly matched Rimmel's strict brand guidelines.

Our solution was to immediately activate our agile in-house workflow to compress weeks of production into a matter of days, comprising of:

- Rapid Design & Prototyping: Scaled the dimensions of a standard coffee cup into an eye-catching, human-scale prop designed to stand out in a busy venue.

1. In-house Manufacturing: Built the core structure using robust, lightweight materials ideal for event transport and indoor installation.
2. High-fidelity branding: Wrapped the cup in high-resolution, custom-printed graphics featuring the official "Certified Rimmel Café Crush" emblem, vibrant campaign sticker decals, and a high-gloss finish.
3. Logistics & Delivery: Coordinated dedicated transport to ensure the prop arrived safely at Bubble Oasis in Angel, London, well ahead of the event curtain-raiser.

As seen in the project image Rimmel Giant Cup, the giant cup successfully took centre stage at the activation. The top of the giant cup was engineered to double as a functional display table, showcasing actual, standard-sized Rimmel "Oh My Gloss! Butter Me Up" lip products.

Being positioned alongside giant replica lip balm tubes, the coffee cup became a visual anchor which created a multi-dimensional, highly Instagrammable backdrop that perfectly captured the "Café Crush" theme.

It was great that we had client satisfaction from the COTY team - they were delighted with the final product, noting that the display effectively drove engagement and provided the exact high-impact visual anchor the event required.

WHAT OUR CLIENTS SAY

"We are delighted with the quality and finish of these display units which are giving our brand and bars fantastic standout in premium coffee shops. Store owners are really pleased with the displays which help drive impulse purchase while shoppers wait at till points."

FULFIL Nutrition

"Always reliable and quick when turning round a Mates blip tray, especially in the current climate, under pressure they are able to catch up as quickly as possible and provide a great service. Always enjoy working with them as they understand our timelines and processes as well as providing dispatch notes to our courier. Which makes our job a lot easier"

Superdrug

"Working with Three Point has enabled the rebranding process to become a pleasurable experience. In what can be a stressful time for a brand like ours, they are always on hand to come up with new innovative ideas and suggestions as to how we can maximise our brand presence."

Rollover Hotdogs

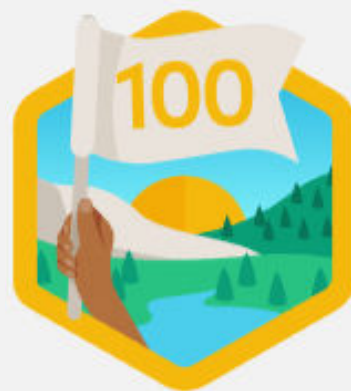
"We used Three Point for a major start-up project. As the project was brand new, the initial brief wasn't very detailed, but Three Point worked closely with us to shape the vision and bring it to life. They were incredibly supportive/attentive, and genuinely helpful throughout the entire process. I should also mention that we needed our FSDUs produced very quickly, and they delivered high-quality units within a tight timeline."

Launch Consulting



MAKING BETTER CHOICES

OUR LATEST *Ecologi* DATA



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WE UNDERSTAND THAT SUSTAINABILITY IS AN ONGOING CONCERN FOR THE RETAIL INDUSTRY

That's why we're committed to helping our clients create more sustainable and environmentally friendly retail displays.

We are proud to partner with Ecologi on our ongoing support to become a better, more greener company - making positive steps for the future.

Our in-house environmental team are always keeping an ear to the ground, to ensure we can lead the way to new innovative products and eco-friendly solutions.

We can advise and guide you in order to achieve sustainable display solutions, whether in materials, production processes, or both.

We're constantly designing new sustainable solutions that can be white labelled and used in a multitude of retail environments. Ask us and we'll happily show you.

Check out our Eco page to learn more: www.threepd.co.uk/eco/



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