

Rocket Creative delivers uber-chic pop up make up schools for Bobbi Brown Cosmetics

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Bobbi Brown, a premium cosmetics range which forms part of the speciality brands of the Estee Lauder Group, recently tasked the Rocket Creative crew with locally designing, manufacturing and activating their pop up make up school for nationwide activation.

The brands core aim was to enhance and uplift the quality and image of the brand with the activation programme which was run within Edgar's stores at major centres in Johannesburg, Durban and Cape Town throughout May. The make up school concept was designed by Rocket Creative founder and MD, Richard Nilson, "The turnkey design solution delivered on all requirements such as a super sophisticated look and feel, ease of re-branding and the required degree of modularity and functionality whilst retaining an elegant and ultra-chic aesthetic. The response we received from the client and all in-store was fantastic, with everyone assuming that the visually stunning solution was fully imported."

With Rocket Creative having a long standing 13-year working relationship with the Estee Lauder Group the team is well aware of the quality of delivery necessary for exclusive blue chip brands such as Bobbi Brown Cosmetics. Explains Richard, "Being in-touch with our client's brands and having good working relationships forms a critical part of our success with the various brands within the Estee Lauder Group. Our design and development expertise combined with cohesive working relationships allows us to accurately deliver to client requirements."

This uber-creative turnkey display solution further demonstrates Rocket Creatives position as a formidable front runner in the display and activation industry, and proven that their innovative approach is indispensable in supplying class leading, international grade display and activation solutions.



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