

Brand developments

Lab Series skincare for men

Location Singapore
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Design and merchandising Victoria Maddocks Agency – victoriadmaddocksagency.com. Creative director: Victoria Maddocks, designer/architect: Uli Wagner, project manager: Jason Moses, lighting designer: Beatrice Witzgall
Digital engineering and interface design Creative Realities – cri.com
Website labseries.com

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The new retail concept for Estée Lauder’s men’s skincare brand Lab Series uses touchscreens and merchandising techniques to create a space specific to male shopping styles. It also aims to communicate the brand’s statement, ‘High tech. High performance’, and its 25-year experience.

The male preference is for easy-access, self-service spaces, so products are dually displayed in skin type and skin problem categories. This duality caters for those familiar with the brand as well as new customers who may come in with specific skin issues. As Lab Series has only 40+ SKUs, double-faced merchandising ensures the store looks dense with product.

Touchscreen panels and video displays placed next to products allow clear expansion of product information, which can then

easily be changed as products shift position. Lighting also plays a key role in the dramatic monochrome design. Concentrated down-lighters draw focus onto best-selling items or offers, as well as signage and technology. After the first store opened in Singapore, sales were ahead of expectations.



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