



## LANCÔME COLOUR STUDIO

Macy's Union Square, San Francisco, CA

The new 1,200 SF prototype created Lancôme's Colour Studio is the first time that the cosmetics giant has combined an open-sell retailing strategy with in-depth product demonstrations. The design of the selling environment creates a lively open-sell atmosphere meant to encourage immediate, hands-on interaction between the customer and the product while still enabling Lancôme's well-trained staff to offer expert service to those who desire more personal attention.

