Shopping used to be an event for bartering and sharing gossip, contemporary retail banishes you to eBay and self-checkout. Bleak. Let’s face it, technology is the future (AS IF. it’s the present), but technology without consistent implementation or cultural validation? No. Technology is meant to amplify our efficiency as well as enhance our experience. Merely interacting with an inanimate object is insufficient. There is need for genuine sensation. By creating a one-of-a-kind impression and interacting in a tactile manner the benefits of the online world can be immersed in a retail environment deepening, broadening and strengthening a sense of community. This sense of connection lends itself to social expansion and loyalty. It is about the experience of connecting the digital 2D to the reality of three dimensions.
As soon as you enter Sephora you pick up your personal Surface Studio e tag. This paper token will save the information of your shopping adventure. Add testers to your tag, add reviews to your tag. Use it for one trip or turn it into your VIB card. Take it home with you and connect it to your VIB online. It will track your history, points and keep you up to date with the community.

Your smartphone. The one true accessory you can’t live without. You use it to gab with your friends, you use it to share your location, you use it to travel, to read, to sleep, so why not use it to Sephora. With a smartphone, Sephora TO-GO app and a VIB account you now have the Premium experience. Your handheld tech has always been a sleek experience so why not take it to retail.

In addition to all your information being saved use the new app incorporated into Sephora TO GO. ModiFace to virtually try on makeup. If there’s something new and you just don’t have time to make it in the store, you’ll still have the ability to try it out.

You have your local Sephora and you rely on it for all your beauty needs and sometimes those needs are last minute. When you’re running around town, don’t ignore your makeup errand when you have a map of exactly what you need in your pocket. #sisle411 a mini-map for your specific needs. You can use it for any Sephora location abroad as long as you’ve downloaded a map. Sufice it to say, that with this everyday tech in your purse you have the power to be fearless and fabulous-looking wherever life takes you.

What are you waiting for? Grab a tester and see what happens. Let’s find out if this color is for you. With the Surface Studio e tag adhered to the bottom of a product (as simple as a sticker) the Surface Studio e will give you all the information you want to know about the product. Use this lowdown to decide if it will turn you into glam-girl. This tag can get you more info on the product. Plus, it can share other peoples reviews. Plus it can show you which drawer it’s located in on the floor. Plus it can give you Beautytalk where you can talk to an expert! Bijoux tech, just the way we like it.
Experience the Microsoft Surface 2.0. The Microsoft Surface is a product that would complement, not replace Sephora’s expert structure. The modern shopper has an impulse to look up information themselves. For the first time Sephora experts and shoppers can make decisions side by side in confidence utilizing all the resources that the digital world provides. By bringing this string of events into the retail environment shopping is not just materialistic consumption or an act of necessity, but a social platform. It gathers a strong, shared community not just separated and segregated to the internet. Technology should draw users into a store not expel them quickly. Just because we can complete a task in 2.7 seconds doesn’t mean we always want to.

molded painted, coated, glossy aluminum is used for all the structure and the top faces of the Sephora Studio•e Microsoft Surface. 40” Microsoft Surface 2.0. Side faces use Formica Decometal “Mirror Aluminum”. Orientation: surface or wall mount.

Prepare for your close up. The good news: you’re in the right place. You’ve applied three kinds of killer liquid eyeliner, like a pro (or so you think). But there’s a seed of doubt that you can’t pull it off. So, you ask a friend, or better yet ask all of them. Take some pictures at the LED lit Glamour Station Webcam and send a message to your facebook friends. You’ll quickly find out if your new look is blog-worthy or kicked to the curb.
3 Modular Pieces

1/4" cover to be used on any module
molded painted, coated, glossy aluminum is used for all the structure and the faces for all top white modules

8" display and storage module
2" display rack for makeup and products

connection ribs on five sides. 2" slats that have and opening on one module for the insert in the next module.
positive/negative connection

1" display and storage module
molded painted, coated, glossy aluminum is used for the structure and the faces for all bottom black modules

2" display and storage module
white display section has white plastic removable editable facade to customize the fit of individual makeup

flush drawer pull with inset finger space.
white interior pull, black drawer

storage drawer which takes up half the space of each module allowing for ample storage space proportionate to the size of displayed product

3" black toe-kick

Mix & Match

NTS

NTS
With the Surface Studio•e simply place a tester on the surface (i.e. nail polish bottle) and it will recognize the stickered code on the bottom and display relevant information. Upload Glamour Station photos to facebook, check your VIB points, access your previous purchases or check reviews on your testers. When you’re ready to go just swipe a tab onto your tag and cash in your VIB points. Score some new swank to make your friends jealous.

Cohesive signage with a modern-twist. The Surface Studio•e displays eye-catching product launches. With Studio•e, new product can be displayed by simply placing it on the surface with a daily digital refresh. They roll out as quickly and as frequently as a VIB email. Once you’ve tried out the show-stopping new product give back to the community and add a review. There are a few hand-chosen reviews to pick from, so no need to type!
Because of its cube-like shape and easy connections, with this ultra-mod, versatile fixture the options are endless. Due to its small footprint it can easily be rearranged to merchandise the space. The jig is up. This low maintenance display is the DIY model for any sales associate. Simply slide each piece together and it can be as diverse as an Urban Decay eye-shadow spread. Just add some makeup and voilà

Plan Options

- Surface Studio•e
- Modules