

Georges Grenier  
Submission ONE  
VIKTOR&ROLF FLOWERBOMB

Cosmetics Magazine  
Visual Display Awards  
Fragrance and Beauty 2011/2012

## Nominee Info

Georges Grenier

Visual Display Specialist

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22 years working as a visual display artist

The Bay – Yorkdale

3401 Dufferin St (at Hwy 401). North York , ON M6A 2T9 Phone: 416-789-8011

## Description/Development



Flowerbomb by Viktor&Rolf // an explosion of beauty  
My imagery is a dynamic production drawn from the Victor&Rolf (V&R) creation-- their decending staircase to an explosion of floral essence.

I produced a linear staircase with a marbilized finish leading to a massive arrangement of peonie, orchid, rose, clematis and european ornamental snowball bush.

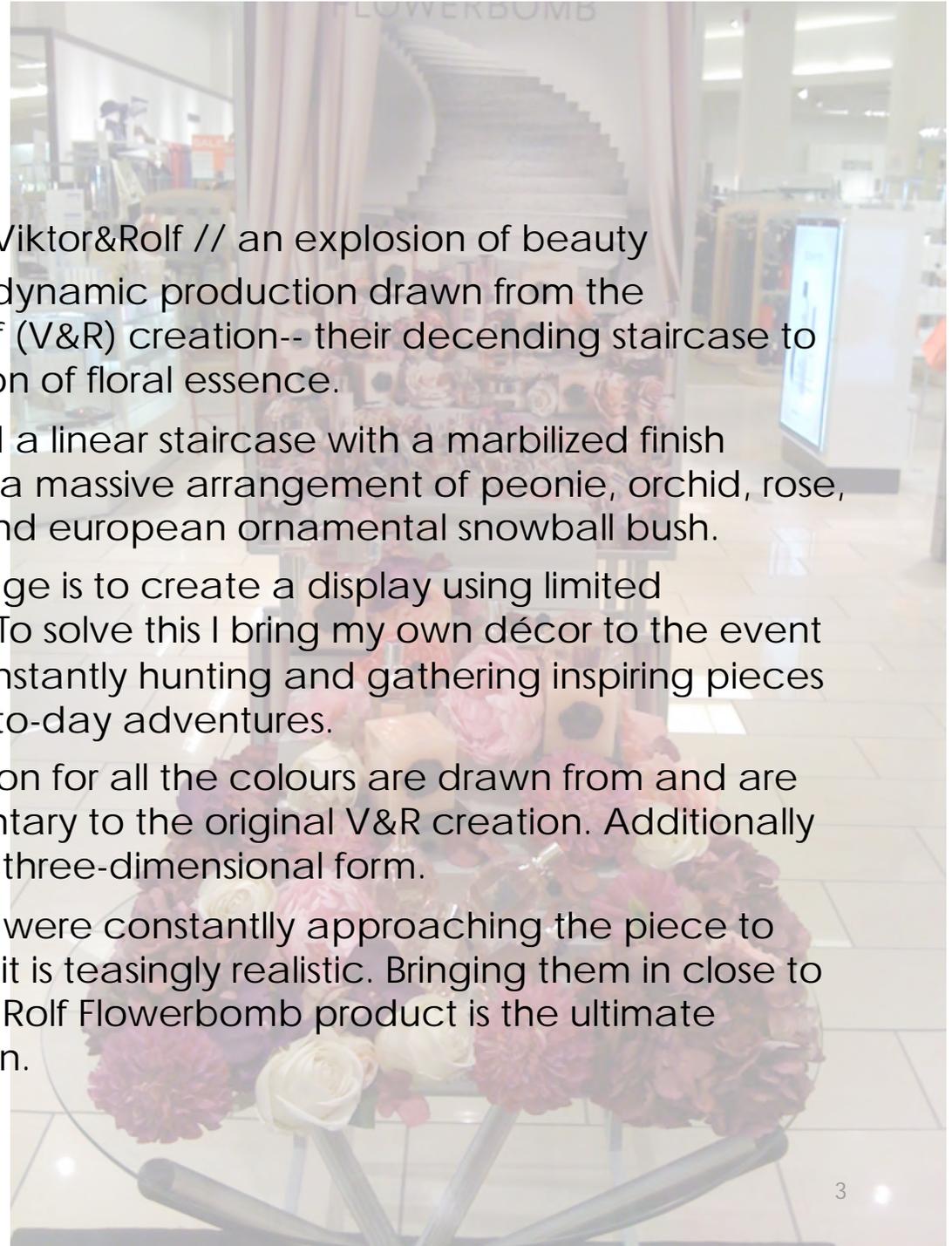
My challenge is to create a display using limited resources. To solve this I bring my own décor to the event so I am constantly hunting and gathering inspiring pieces in my day-to-day adventures.

My inspration for all the colours are drawn from and are complimentary to the original V&R creation. Additionally creating a three-dimensional form.

Customers were constantlly approaching the piece to touch it as it is teasingly realistic. Bringing them in close to the Viktor&Rolf Flowerbomb product is the ultimate introduction.



viktor&rolf flowerbomb



# Results



Flowerbomb by Viktor&Rolf // an explosion of beauty

Many are drawn to the beauty of flowers in nature, as such the Bay customers were constantly approaching the piece to touch it, feel it and ultimately introduce themselves to its presence. The campaign ran Friday through Sunday and wowed all, both visually as well as topping sales expectations.



## The installation is special and unique



Flowerbomb by Viktor&Rolf // an explosion of beauty

I succeeded in replicating the Flowerbomb floral arrangement as exhibited by the customers keen interest as they approached and touched my arrangement of blooms- "Come close you can almost smell it", it hithers. It's pretty, feminine, strong and alive-- everything I see in the flowerbomb fragrance- it's telling you to bring its beauty home with you.



viktor&rolf flowerbomb



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Submission TWO  
Prada Candy

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## Description/Development

Prada Candy // a dance of beauty

When I saw the Prada pink colour, I envisioned the sweet innocence of candy. The the circular bottle top is the inspiration to my round rug outlining the display.

The Prada brand guidelines specifically state that a clean uncluttered visual is to be maintained.

My solution was to incorporate clean shapes, circles, and straight lines. My linear minimalist approach cleared a path for the customer, leading them to the product.

I also placed a special order for the collateral to be specifically proportioned to fit my area at the Bay Yorkdale. I also installed custom pink gels to the lighting resulting in an additional layer to the installation.



# Results

Prada Candy // a dance of beauty

I focused on repetition of the collateral and the product, maintaining the Prada vision of simplicity.



The launch was a week long. Sales exceeded expectations, the representatives of Coty Canada were very appreciative of my efforts and end results.



## The installation is special and unique

Prada Candy // a dance of beauty

Maintaining Prada's requirements, my installation played with scale- large and dramatic was key. The customer couldn't help but be close to it.

I positioned the rug to mimic the curves in the model's hair style. The softness of the rug underfoot gives the customer a sense of warmth and comfort.

