

L'OREAL LONDON



June 2008

To design a modern and contemporary reception display space that followed the brand identity of L'Oreal



L'OREAL London

By KLC

When L'Oreal invited KLC to work with them on their reception area it was clear from the outset that the company was young, trendy and diverse. Staff and visitors were dynamic in their dress and fashion and their existing space was clean and clinical.

KLC designed a reception product space that reflected the L'Oreal brand with LED lighting mixed with high gloss whites and glass/acrylics.

The L'Oreal reception space is a great way to make a good impression to all visitors new to the floor and it was also very important to have a range of L'Oreal's latest products displayed in a similar style.

KLC have been working with L'Oreal for some time now and have worked on a number of projects within their studios and are looking forward to the exciting projects ahead.



design build furnish

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Project Overview

Client: L'OREAL

Location: London

Size: 500sq ft

Timescale: 2 weeks