

Kylie Christmas

Coty's Kylie Cosmetics celebrates arriving in Boots with UK roadshow featuring The Clear Idea's transparent truck.

The Brief

To create a stand-out truck to help launch the Kylie Cosmetics range across the UK. The event solution had to set up quickly, be fully self-contained and pink!



The Solution

A modification to our Transparent Truck provided the perfect solution. We re-engineered the entrance and staircase to provide an inviting start to the customer experience. The design also included;

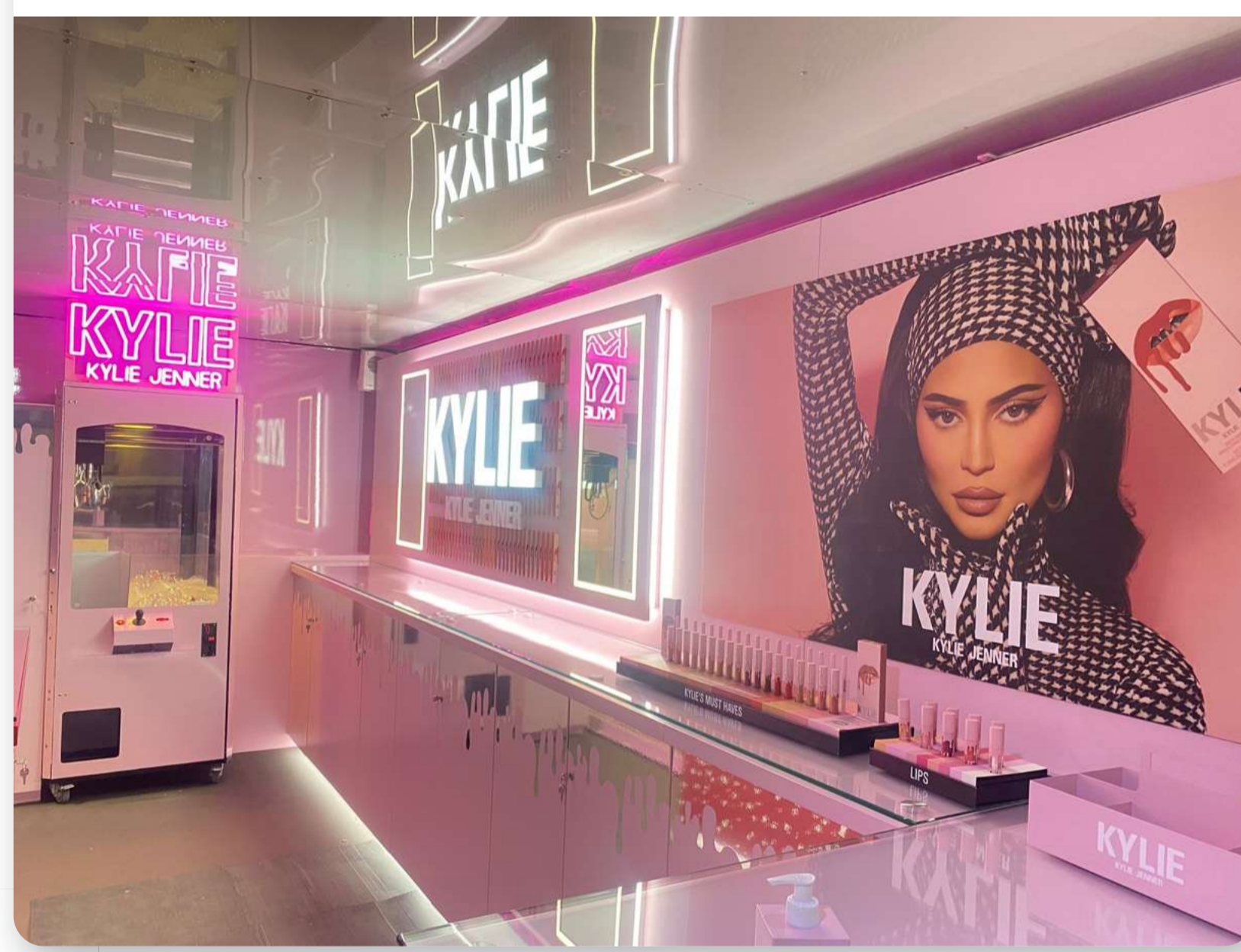
- A full vinyl wrap
- Internal and external neon Kylie signs powered by the on-board generator
- Arcade-style claw grabber for a chance to win a prize
- Popcorn maker
- Product sampling units
- Selfie staircase
- Giant Christmas bow mounted to the roof
- On-board lighting, heating AC unit,



The Roadshow

The roadshow hits the UK visiting several destinations over a two week period in the run-up to Christmas. The Clear Idea is providing a fully-outsourced logistics solution to execute the tour. Event spaces were booked through Space & People. Destinations include;

- London Kings Cross
- Bluewater Shopping Centre
- The Bullring Birmingham
- Liverpool One
- Manchester Spinningfields



Get Started!

Get in touch with our friendly team today!

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