



The NIVEA display at Galeries Lafayette
Paris
20 sq. m.

BEIERSDORF *(FCB Worldwide)*

For the opening of the Nivea section at Galeries Lafayette, Beiersdorf asked MBD Espace to create a display window to celebrate the event.

Real and fake products are associated with the faces of both the brand's ranges: Nivea Beauty Care and Nivea Facial Care, causing a sufficiently effective impact on passers-by to inform them of Nivea's presence inside the store.