



Opportunity

Generation Beauty by IPSY is a beauty expo connecting online personalities in the fashion and beauty industry with their passionate fans and favorite beauty brands. Flashpoint was contracted to produce a variety of graphics and signage for some of the major cosmetics and beauty brands that were exhibiting at Generation Beauty LA.





Unique Challenge

In the hyper-competitive and crowded beauty industry, standing out from the crowd is essential for survival. These brands focus on a unique core idea and build a distinctive personality through their packaging and visuals. Flashpoint was tasked with catering to each brand and providing high quality visuals, which maintained their diverse personalities and achieved their core messaging. Flashpoint's wide array of printing services and solutions allowed us to meet each brand's needs and expectations with lightening speed. Whether it's custom cut-outs, oversize backlits, step-n-repeat backdrops, or one-of-a-kind surfboard decals; Flashpoint has the means and know-how to bring the core message to a wide audience.





Results

Flashpoint's unique ability to custom-tailor event graphics for each brand allowed our clients the opportunity to create brand specific visual communication elements. These specifically crafted distinctive elements incorporated materials and techniques that reflected the product identity and brand message. Creating definitive environments for each brand allows them to shine through the crowd.

