

Gisou Case Study
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Moodboard & concept

Concept:

GISOU - WINTER HONEY RESCUE

Deep Repair & Gloss Therapy (for Winter-Dry Hair)

A deeply nourishing winter hair rescue ritual that repairs dryness, restores softness and locks in moisture, powered by ceramides, hyaluronic acid and Mirsalehi Honey.

Hero product:

Gisou's Honey Gloss Ceramide Therapy Hair Mask

- Repairs winter-dry hair
- Locks in moisture
- Strengthens with ceramides
- Restores softness & glossy shine
- Lightweight but deeply nourishing

A seasonal must-have for the winter months!

Overall Visual Feeling:

Warm light in cold weather.

A cocooning, glowing moment inside while it is winter outside.

This campaign world feels:

- warm
- comforting
- luminous
- soft luxury
- protective
- clean & premium

A subtle cool blue accent is introduced as a seasonal cue, reinforcing the idea of winter hydration while the honey glow remains the core brand signature.



Color palette

The color palette combines Gisou's signature warm honey tones with soft creams and nudes to create a premium, sensorial "winter rescue" feel. Golden glow accents highlight the hero product and key claims, while a subtle cool winter blue adds seasonal contrast and reinforces the idea of hydration and moisture-locking care.

Basic:



Honey Mask accent:



Seasonal Winter Honey Rescue:



Graphic Assets

I used AI-generated mockups purely as a visualization tool to present the retail concept in context, as the guideline renders were low-resolution and high-quality packaged product imagery wasn't available. All campaign artworks, layouts, and retail execution decisions are my own.



AI-generated assets:



Artworks overview

Service Signage/menu
148mmW x 210mmH
text in French (no number 1)

Titel (WINTER HONEY RESCUE RITUEL)
• 3 routine steps
• Honey + Ceramide benefits
• Call-to-action ("Try the ritual")



Lifestyle menu graphics
297mmW x 420mmH
Brand's DNA (1 station)
A visual including the information about the Honey Gloss Routine (include the product claims to educate the customers)



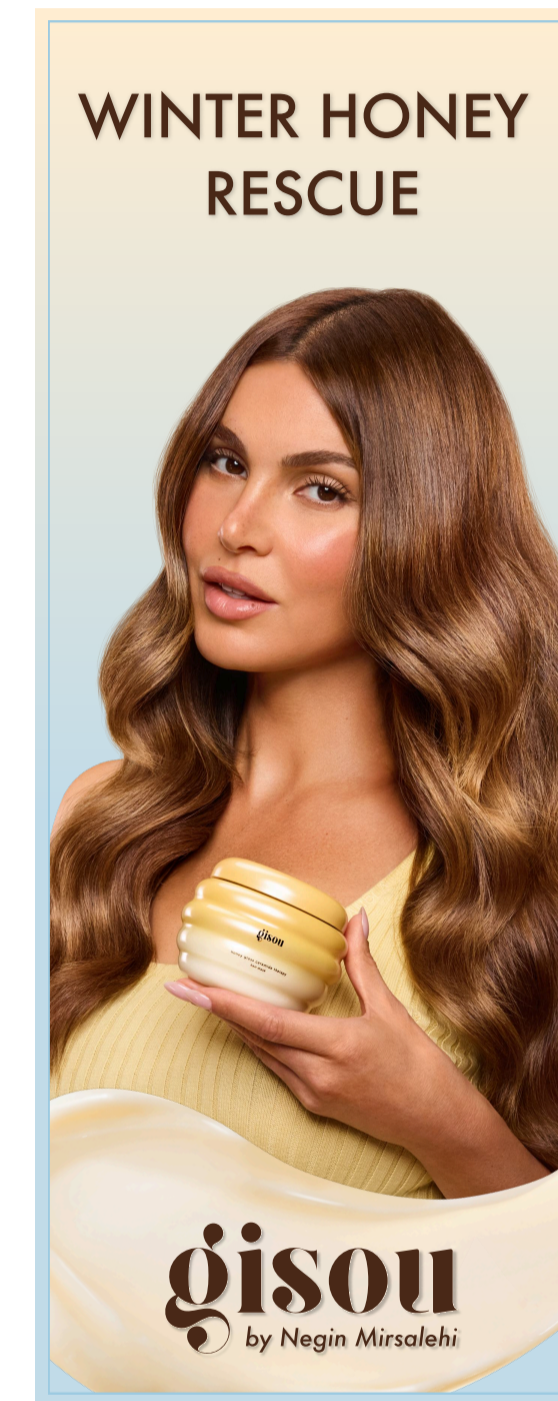
Side panel graphics (left side)
684mmW x 980mmH
Logo above visual CENTERED



Brand name
314mmW x 128mmH
Font: FUTURA 120pt



Brand visual (hero)
333mmW x 842mmH
visible: 318mmW X 827mmH



Services column visual
240mmW x 1005mmH
visible: 230mmW x 1001mmH



Logo
in FuturaMed 135pt
969mmW x 87mmH (1 station)



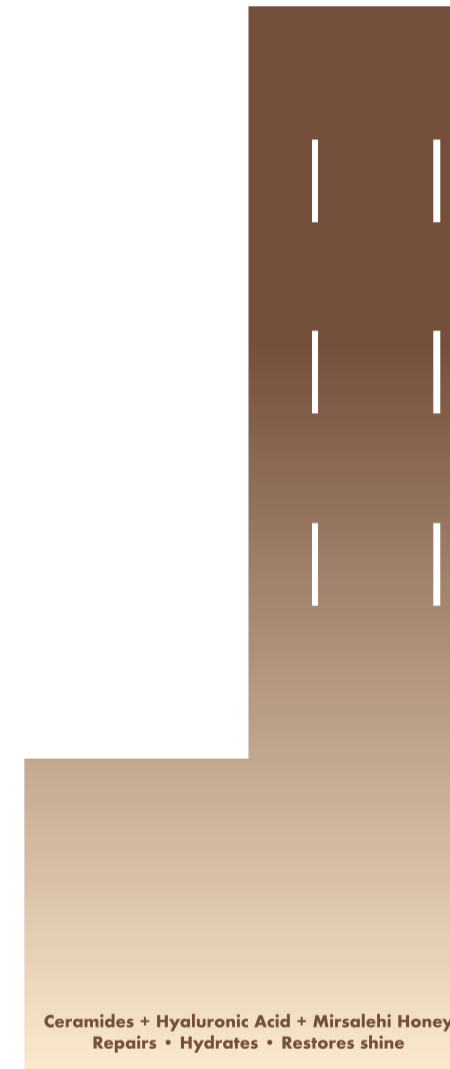
Tester trays
text in French
600mmW x 140mmH



GWP Signage tester tray
100mmW x 100mmH



Background visual
585mmW x 1399mmH



Shelf covers (x3)
326x194x35mm
top shelf: testers only (hair mask)
bottom two shelves: product stock only



Sephora Beauty Hub mock-up

Beauty Hub (table layout)

- Step 1: Shampoo + Conditioner testers (left)
- Step 2: Hair Mask tester hero (center)
- Step 3: Hair Oil tester (right)

For the Beauty Hub, the priority is to engage customers through service and education, with the Honey Gloss Ceramide Therapy Hair Mask positioned as the clear hero. To achieve this, I designed the Lifestyle panel to communicate the key product story in a digestible way, using short paragraphs and Gisou claims aligned with the French Sephora Beauty Hub guidelines. This ensures customers understand why the mask works and what results to expect, even at a quick glance.

At the counter level, the tester recess tray layout reinforces the routine logic by clearly guiding customers through the steps: cleanse, repair (hero), and seal. Each product is positioned within a step-based structure, making it intuitive to understand when to use each item and supporting hands-on discovery in front of the mirrors.

Finally, the Service Menu repeats the routine in a simplified format and highlights the most important benefits, finishing with a clear call-to-action: "Essayez le rituel". This combination of education + guided trial turns the Beauty Hub into a complete experience that supports both conversion and brand storytelling.



Sephora ECO EDG mock-up

EDG (shelf layout)

- Top shelf: Hair Mask testers only
- Middle shelf: Mask + Hair Oil stock
- Bottom shelf: Hair Perfume + Lip Oil stock

To increase engagement and drive trial, I designed the EDG with a clear “try-first, buy-next” flow. The top shelf is dedicated to testers only, and a subtle “TRY ME” call-out highlights the hero product and invites passersby to interact immediately. This creates a quick entry point for discovery and encourages hands-on trial, which is essential for conversion in high-traffic Sephora environments.

The merchandising layout follows a logical routine progression: the Honey Gloss Ceramide Therapy Hair Mask is positioned as the hero product customers encounter first through the tester shelf. The middle shelf supports the winter rescue story by pairing the Hair Mask with the Honey Infused Hair Oil, reinforcing the “repair + seal” step of the routine. Finally, the bottom shelf expands the story into the broader Gisou universe, featuring the Hair Perfume and Lip Oil as finishing touches.

To strengthen customer understanding at-a-glance, the background visual includes key educational claims explaining why the Hair Mask performs: ceramides to strengthen, hyaluronic acid to hydrate, and Mirsalehi Honey to nourish and enhance shine.



Product trays artwork

Tester trays
text in French
600mmW x 140mmH



GWP Signage tester tray
100mm x 100mm

