



LEGO DNA

*CREATIVITY*

*IMAGINATION*

*FUN*

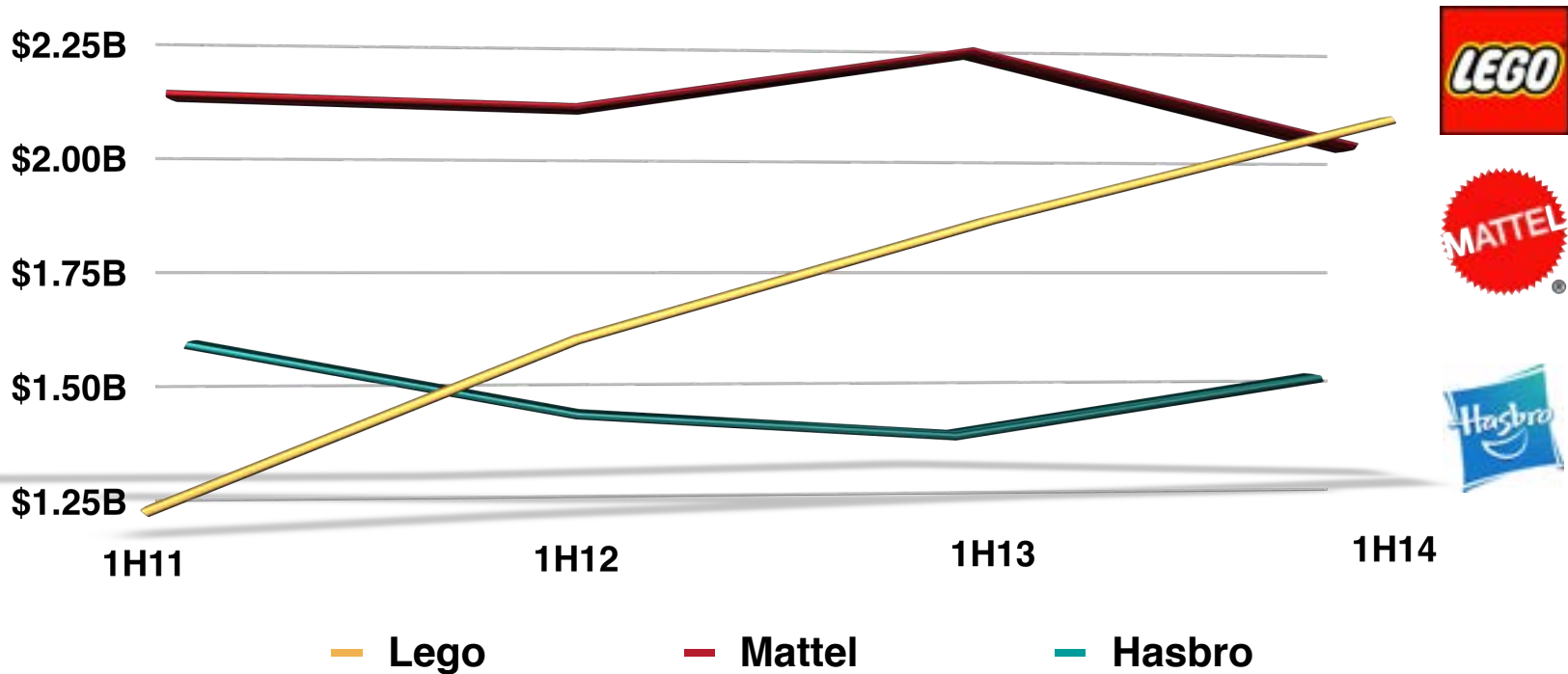
*QUALITY*

*LEGO*

*LEARNING*

*CARING*

# WORLD'S BIGGEST TOYMAKERS





**DC VS MARVEL**  
*Battle of the DECADE*





*“GIRLS? WE HAVE TRIED.. A LOT! AND FAILED..  
WE ADMITTINGLY STRUGGLE WITH GIRLS  
BUILDING”*

*Jason Danielle - LEGO brand manager*



# *BEAUTY OPPORTUNITY*



PLASTIC

THE LEGO

FUN

BRIGHT

BOYS

IMAGINATION

TOUCH BUILDING

RED CHILDHOOD

CREATIVE

CONSTRUCTION

KIDS

CREATE

LOW

PLAY

EGGO

COLORS

EVERYTHING  
COLORFUL

BLOCKS

BLOCK BRICKS

GRAND

TOY

BLUE

MAFFLE

ES

BUILD

COLOR

YELLOW

TIMELESS

TOYS SNAPS CHOKING

PLAYFUL

SMALL STAR

DREAM MILLION

FOOT POSSIBILITIES

MOVIE

COOL

MESSY PRIMARY

EXPENSIVE

CREATIVITY

CONNECTION

LAND

PAINFUL

RECTANGLE

JASON



WELCOME TO

LUSH SPA

EDINBURGH

LUSH DNA





**100%**  
**VEGETARIAN**

Everything we make is always 100% vegetarian

**NAKED!**

When it comes to packaging, less is more

**FRESHEST  
COSMETICS**

Freshness is a philosophy that we live and breathe



# CO-MAKING PERCEPTIONS

## BRAND EXPANSION

“LEGO would never turn away a partnership idea... especially focused on girls”

LEGO corporate employee

“It would be amazing to partner with a huge industry leader like LEGO. They are colorful and fun, just like us.”

LUSH retail employee

## LEGO LUSH



# *WHAT A GIRL WANTS*





CREATE



**LEGO** BY

**LUSH**



WE BELIEVE IN A LUSH LIFE

WE BELIEVE

...IN MAKING COLORFUL EFFECTIVE PRODUCTS FROM FRESH  
INGREDIENTS AND ENVIRONMENTALLY SMART PACKAGING.

WE BELIEVE IN UNLOCKING YOUR CREATIVITY

WE BELIEVE IN INVOKING A SENSE OF WONDER

WE BELIEVE IN STAYING FOREVER YOUNG





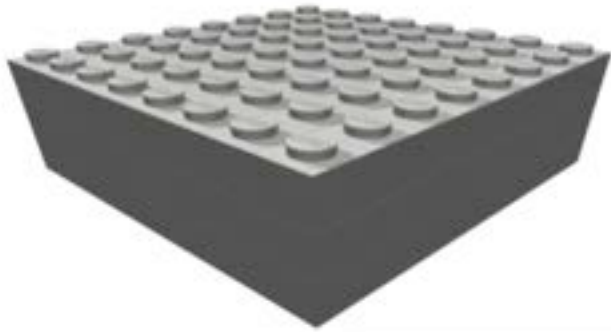




*PRODUCTS*

*MARKETING*

*FINANCIAL*



A large, dense pile of yellow LEGO minifigure heads, each with a different facial expression. The heads are scattered across the entire frame, creating a vibrant, textured background. In the top right corner, there is a dark green rectangular box containing the word "PRODUCT" in a stylized, pink, outlined font.

*PRODUCT*



*WE INVITE YOU TO...*

*LEGO OF STRESS*

*BECOME A LUSH FOR THE DAY!*





**FASHION**



WHO IS OUR TARGET?



*I AM...*



*NOSTALGIC*

*ORIGINAL*

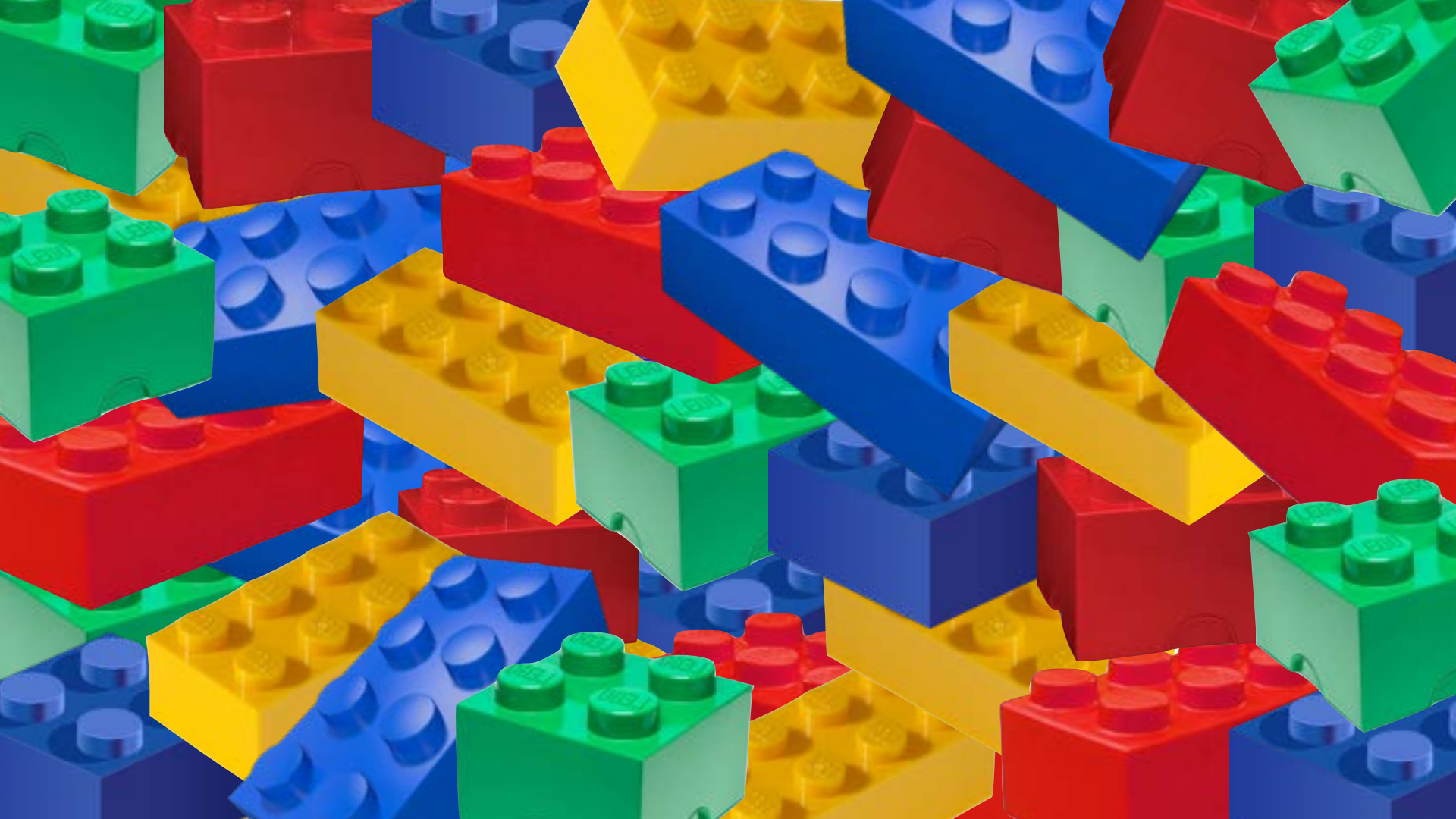
*FUN*

*NOSTALGIC*









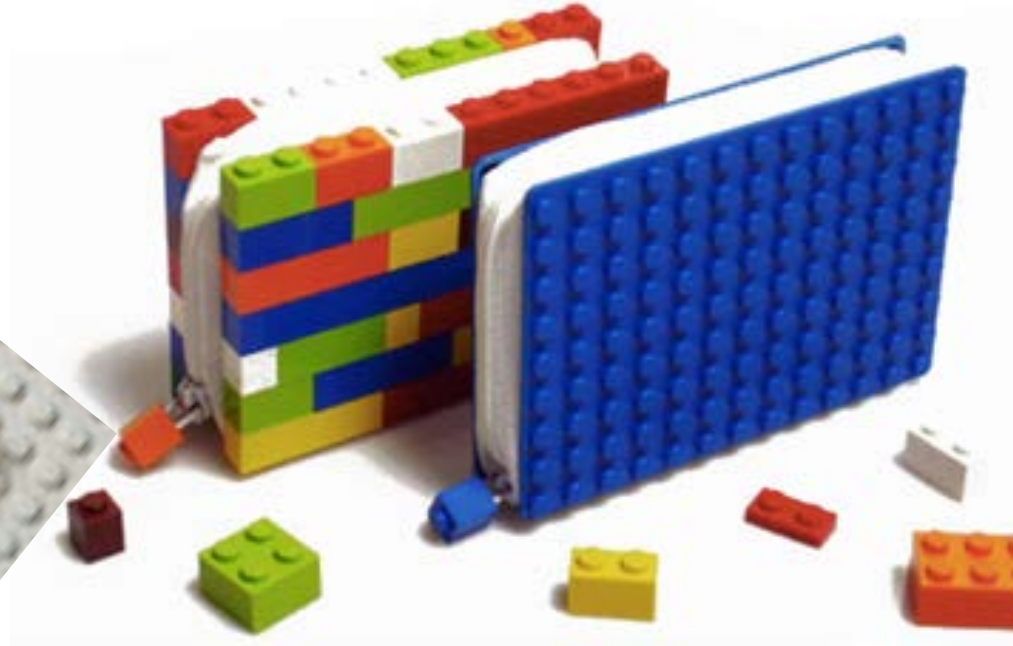
# *PLAYBOARD*



*UNLEASH  
YOUR CREATIVITY*



# PLAY N GO



*ORIGINAL*





# JEWELGO



SCENTED



CUSTOMIZE



SWAP



COLLECT





LEGO BY  
**LUSH**



# *BODY BRICKS*





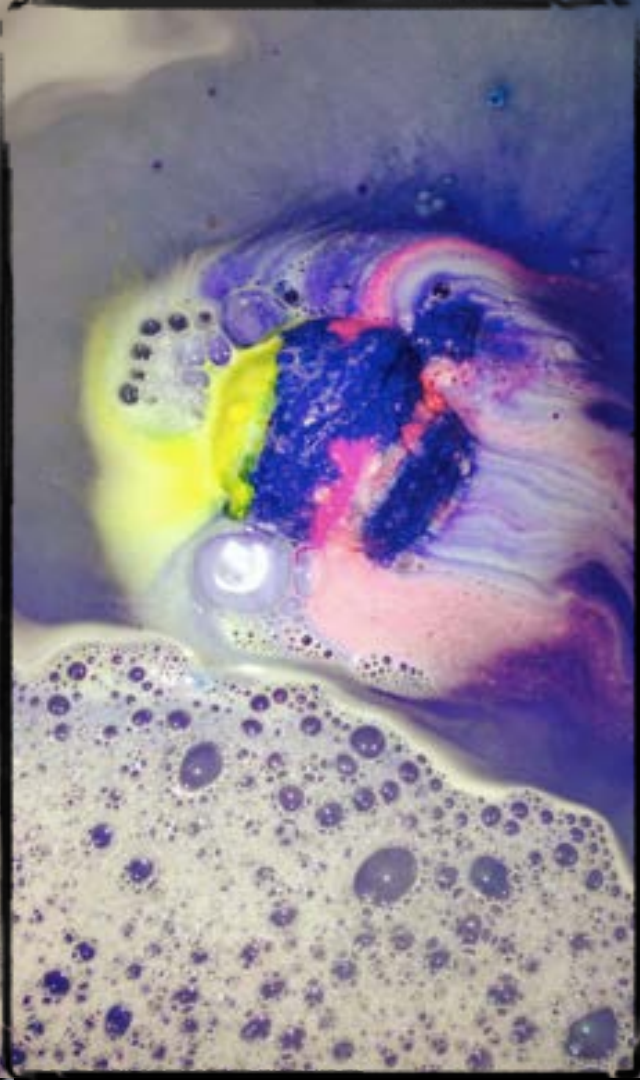
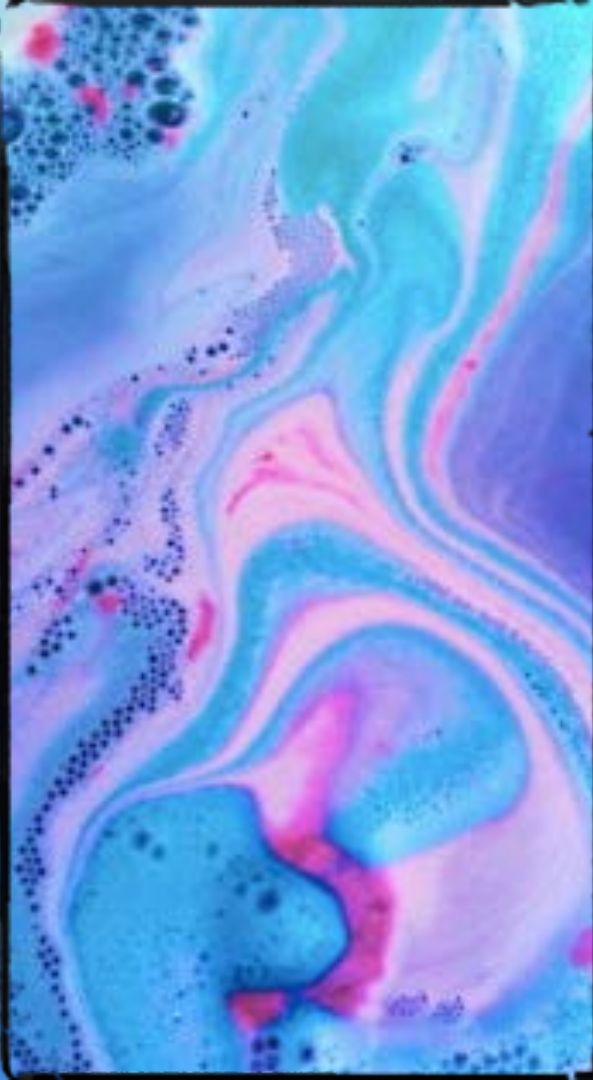
*SAME BELOVED FORMULA*

*INNOVATIVE TECHNOLOGY  
THAT CLICKS!*

# *START STACKING*









**SOAP!**





**SOAPS!**



**LEGO**  
**SHOP**

*FUN*

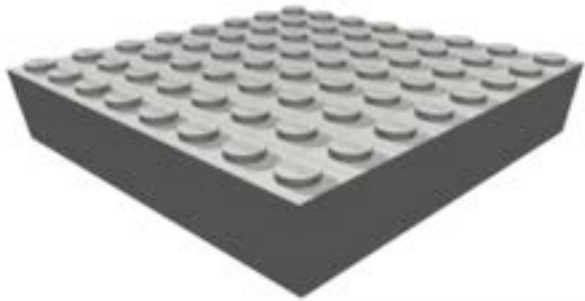


# LEGO LITTLES

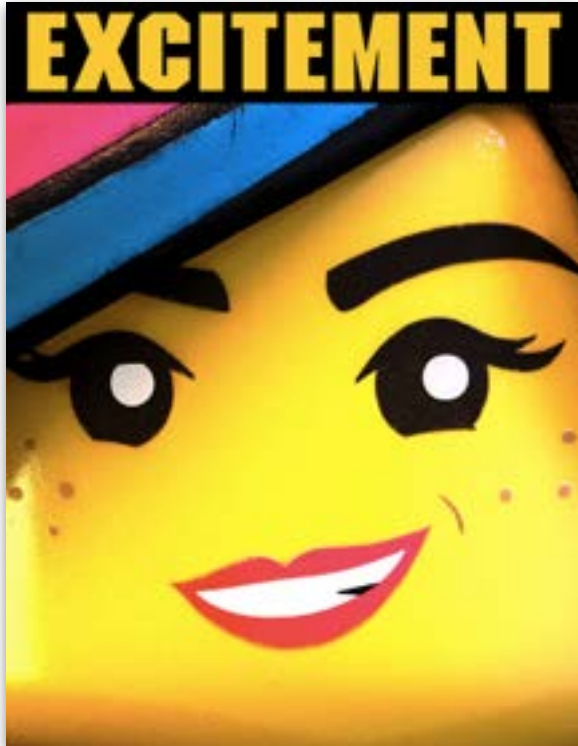


*PRODUCTS*

*MARKETING*



# *PLAYFUL BEAUTY*



Ignite the passion of our fans through non-traditional, community driven marketing tactics to drive fans in store to experience LEGO by LUSH

***BUILDING BUZZ***

# PR OUTREACH



# *CREATE BEAUTY*







POP-UP



*DIGITAL*



# LEVERAGE EXISTING PLATFORMS



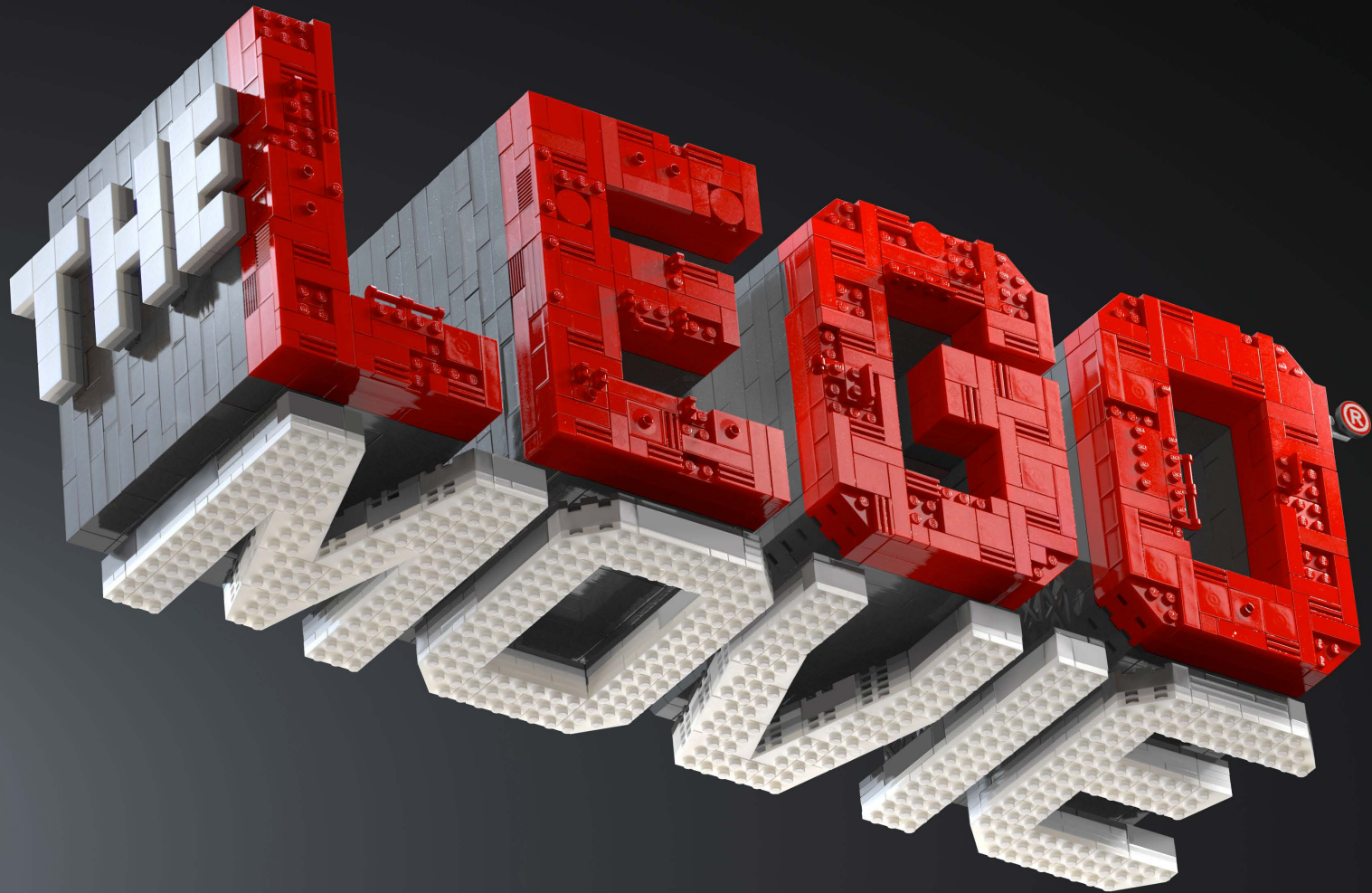
12,600,000

# *FROM BRICK TO CLICK*



# LUSH KITCHEN



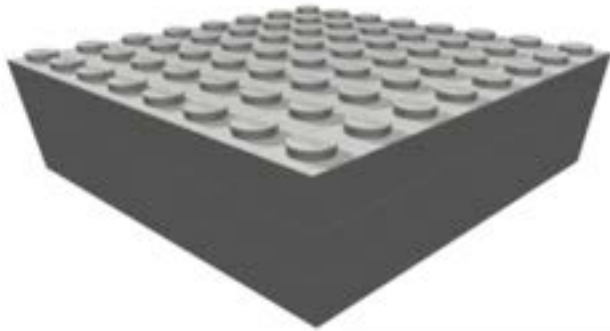




*PRODUCTS*

*MARKETING*

*FINANCIAL*





# FINANCIALS



# 3 YEAR PLAN

2015

**AWARENESS**

*PLAYLETTE*



\$5 the reusable foundation  
\$5 the color

*BODYBRICK*



\$3 the brick

2016

**SCALING**

*JEWLEGO*



\$15 the Jewelego

*SOAP2GO*



\$13 the set

2017

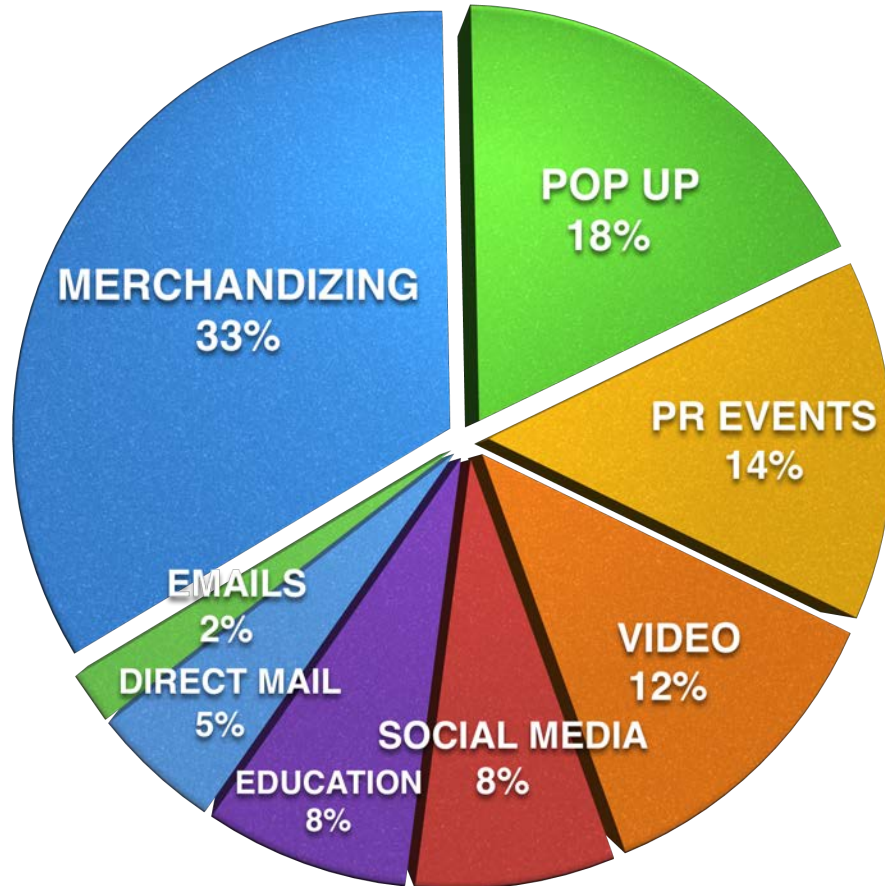
**LOYALTY**

*LEGO FOR LITTLES*



\$9 a piece

# MARKETING SPEND



# 3 YEAR PLAN

