



| | |
|-----------------|---|
| Client: | CEW UK Ltd |
| Project: | Beauty Awards 2008 at the Sheraton, Park Lane |
| Date: | 21 st April 2008 |

CEW UK commissioned Blue Dog to produce and deliver the annual CEW Beauty Awards lunch for the third consecutive year, with the Sheraton Hotel on London's exclusive Park Lane chosen as this year's venue.

The set was designed to complement the hotel's distinctive art deco interior features and bespoke lighting was used to create a stylish ambiance for the lunchtime awards.

The CEW brand gained vast exposure this year with high profile guests such as Penny Lancaster attending the awards lunch and the event being televised, with highlights and interviews shown on QVC the next day.

Blue Dog installed a specially commissioned sponsor display area for World Duty Free, an existing Blue Dog client and one of the main sponsors of the event. Products were exhibited in softly lit acrylic display cases on black plinths, showcasing the retailer's prestige range and enabling World Duty Free to highlight their relevance as a travel retailer at a beauty industry award show.

Blue Dog ensured all aspects of the event ran smoothly throughout and were once again able to provide cost effective event design and implementation whilst portraying the CEW brand in a professional yet stylish manner in front of beauty brand representatives.

