

L'Oreal

Issued by [OLC Through The Line Communications](#)

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On the 27th February the Reserve nightclub in Cape Town got transformed into a place brimming with sophistication and class, done the way only L'Oreal can.

Decadence flowed with Moët champagne tasting, food pairing, a makeup art exhibition and the most scrumptious desserts on display.

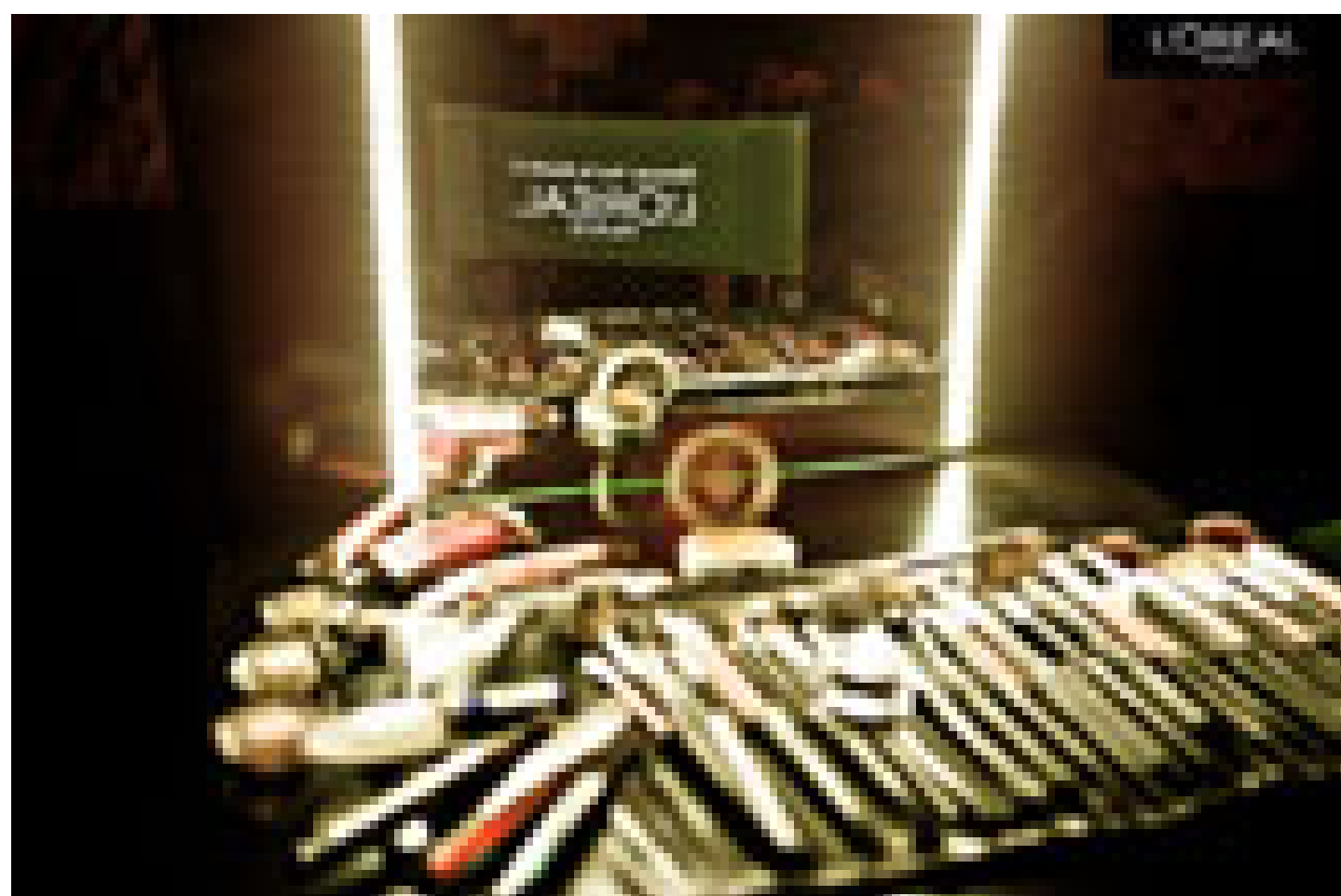
There was a strong yet subtle presence of the L'Oreal product.

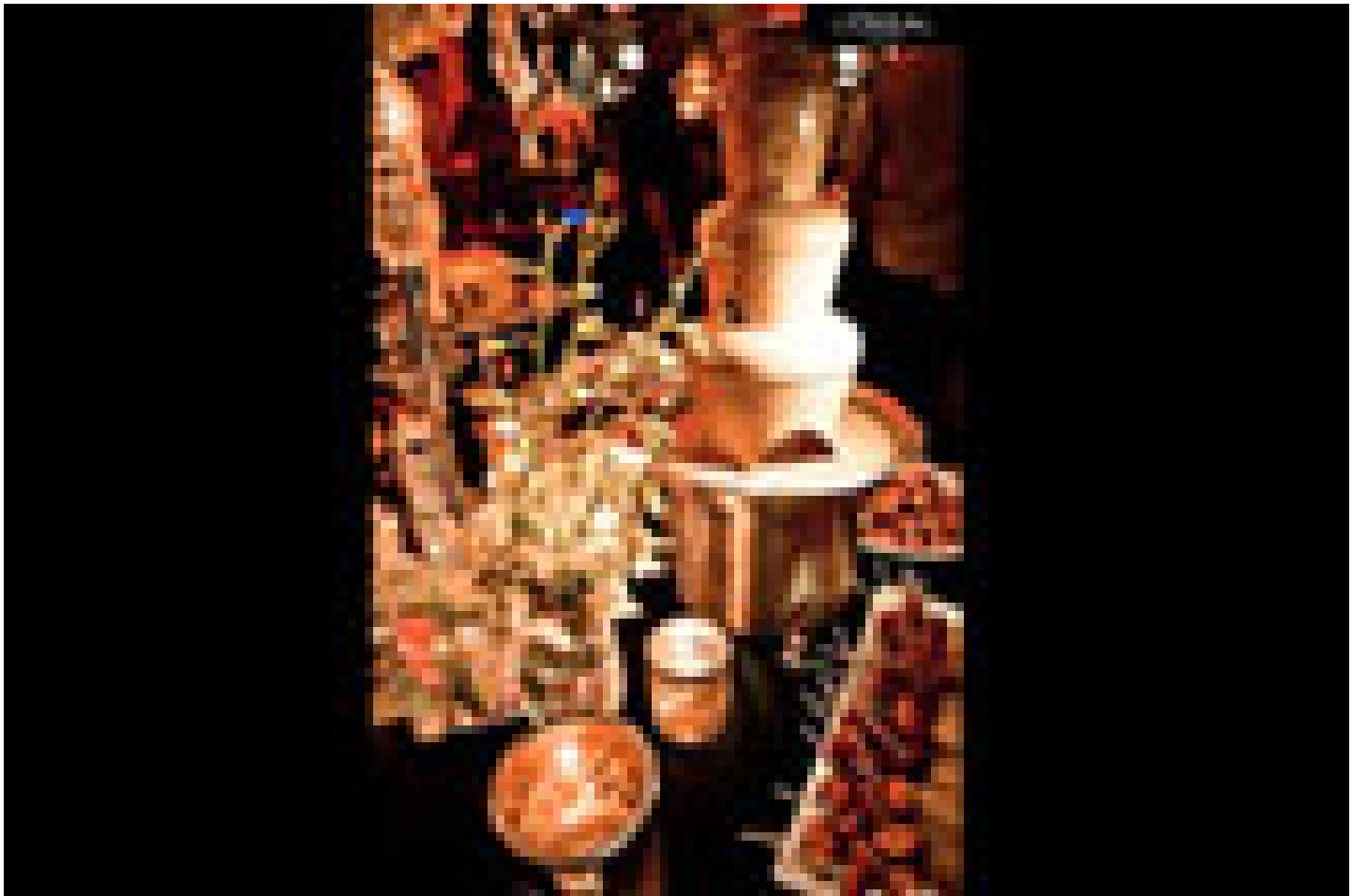
Six branded plinths displayed product in the art exhibition area, adjacent to the painting indicating the link between the painting and the product used in the piece.

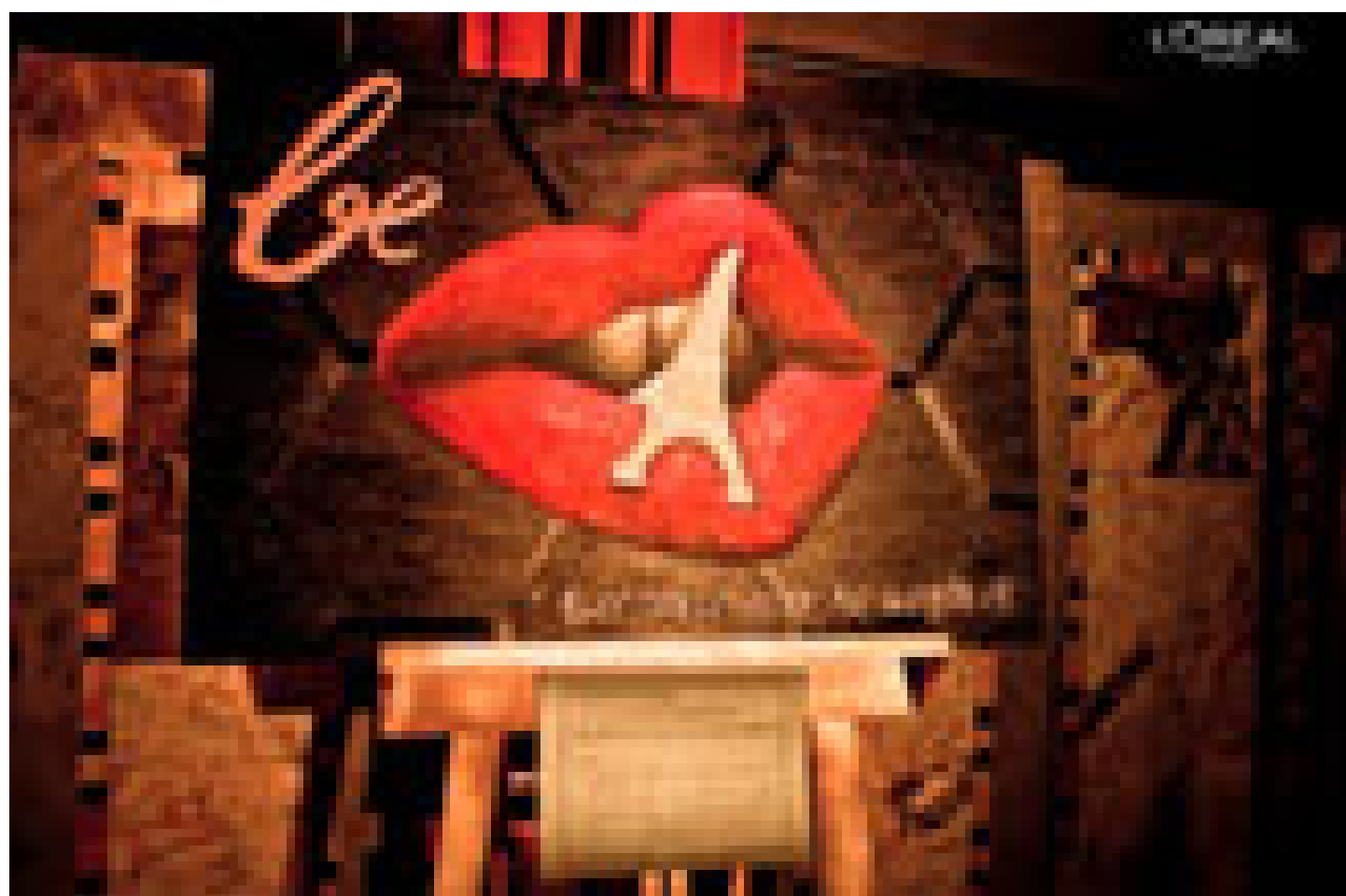
Other product displays were located in the lounge area, and near the makeup unit to allow media to interact with the product and tangibly see it once the media presentation had finished.

Guests were treated to goodie bags on their exit, once again showing that L'Oreal lives the brand's tagline, "Because you're worth it."











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