

A Flawless Look For Both Face and Floor

Liquid Elements, artfully poured floors have helped retailers turn showrooms into a fabulous Haute Couture. From high end retail to beauty supplies, Liquid Elements provided the design solutions for retailers to showcase their image from the ground up.

Challenges for BECCA

- *Floor must reflect the style and sophistication of the store, both products and it's clientele*
- *Floor must appear clean and shiny, as if covered in shimmery powder*

For Becca, the mission was simple, creating the perfect cosmetic foundation for a natural and flawless look...or so she thought. Rebecca Morrice Williams, founder of BECCA Cosmetics, became frustrated with her own inability to find the perfect foundation and declared it her mission to create one instead. Six years of research and development later, Rebecca's passion and persistence resulted in the ultimate range of skin-perfecting products.

In the summer of 2011, BECCA Cosmetics in Chelsea, London, UK decided it was time for another creation. After years of less-than-fabulous tile flooring in her Chelsea showroom, Rebecca decided it was time her store reflected not only the glamour of their product, but her client base as well.

The United Kingdom's Liquid Elements team had interior designers captivated by their product offering, particularly the Glitz line. Liquid Elements, a U.S. company with European headquarters in Belgium, is a division of

Stonhard, the 90 year old leader in seamless flooring. The chic, resilient and scratch resistant flooring transformed the space into an elegant oasis, ideal for displaying products while offering a sanctuary for clients.

The Liquid Elements product selected was Glitz, in Pearl Moon; meticulously installed by Liquid Elements installers. Designers used the floor to create the illusion of shimmering foundation powder throughout the store.



Products used: Glitz in Pearl Moon

This facade fashioned an exciting and sophisticated environment perfect for the display of their product line, while also attracting and reflecting light from the outdoors. With the new installation of Glitz, Pearl Moon, BECCA Cosmetics re-launched their flagship store, advertising their new look and inviting atmosphere.



Artfully Poured Floors

Liquid Elements brand is comprised of five product lines built on Stonhard's technological achievements and expertise in the flooring industry, delivering not only beautifully crafted designs, but unmatched cutting edge performance and backed by Stonhard's single source guarantee. As a member of the United States Green Building Council and IIDA, Liquid Elements supports the principles of Green Design by being environmentally responsible in all aspects of the manufacturing process.

www.liquidelements.com

liquidelements™
artfully poured floors™

A DIVISION OF **STONHARD** an RPM company



Worldwide Offices:	USA 877.642.7243	Canada 800.263.3112	Mexico (52)55.9140.4500	South America (54-3327)44.2222	Europe (32)2.720.8982	Middle East (971)4.3470460	Africa (27)11.254.5500	Asia (86)21.5466.5118
--------------------	---------------------	------------------------	----------------------------	-----------------------------------	--------------------------	-------------------------------	---------------------------	--------------------------