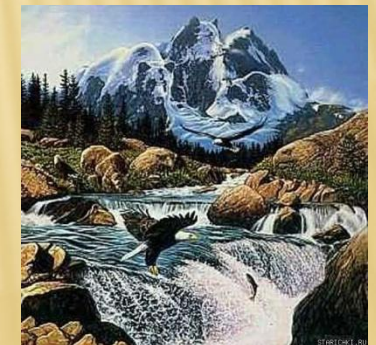
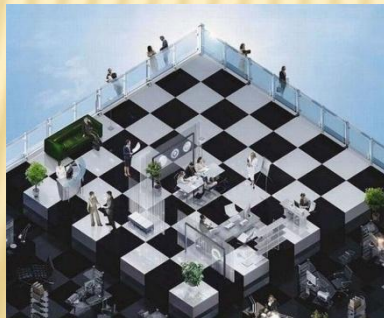
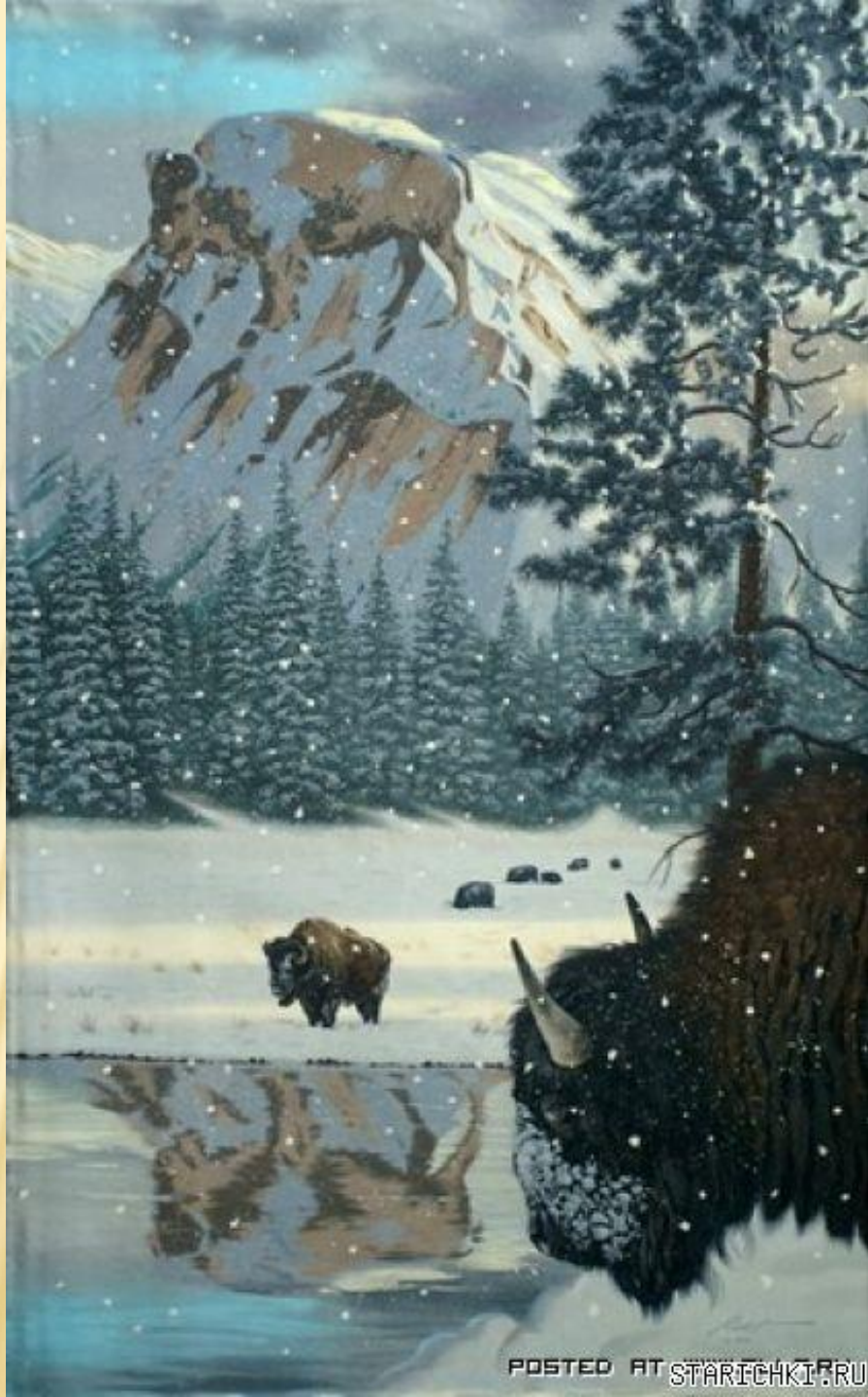


ОПТИЧЕСКИЕ ИЛЛЮЗИИ





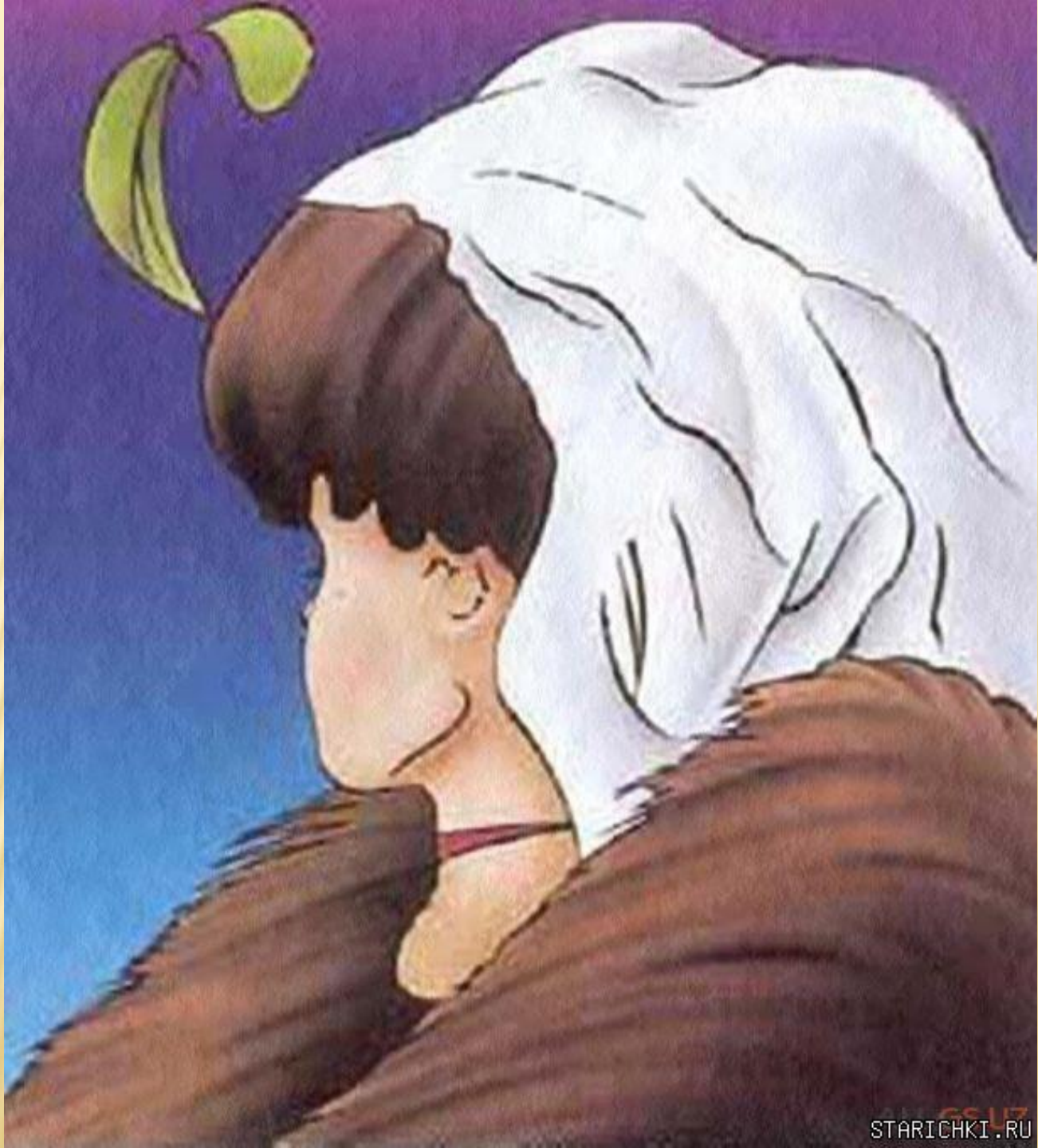


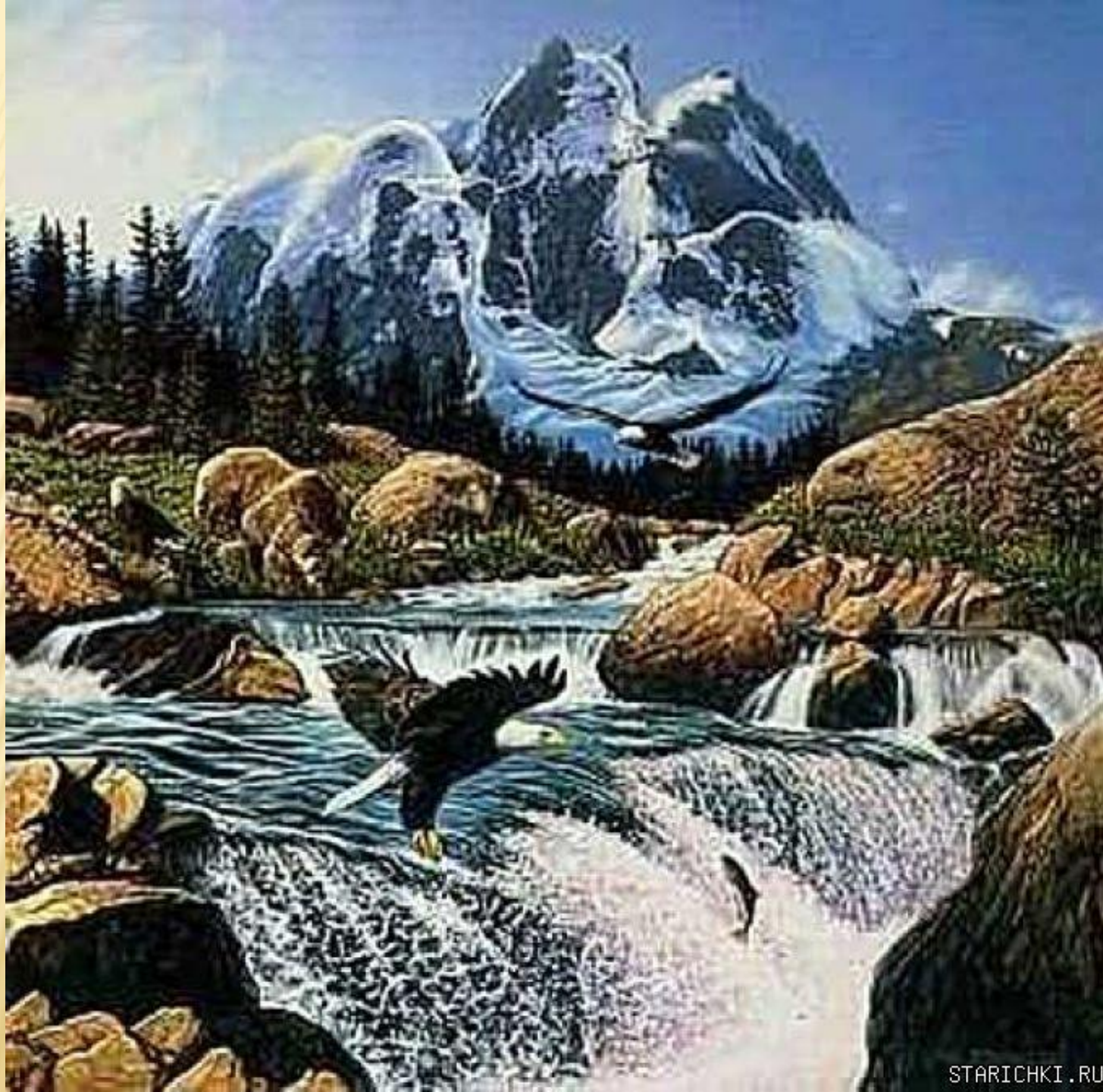




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RIMMEL QUICK DRY NAIL POLISH AMBIENT

To promote Rimmel's Quick Dry nail polish, the brand set up a temporary shop window in a busy city centre by placing large eye-catching sculptures outside. The main sculpture is a high volume.

Shower of nail polish, sponsored by Rimmel, poured into the floor from a giant red bottle. The floor of the shop window is covered in a giant red liquid, and the liquid is being poured into a giant red liquid.

The campaign was a great success and the brand received several awards for its creativity in advertising.

