

A woman with blonde hair, wearing a dark, sequined, long-sleeved dress, is shown in profile against a gold, shimmering background. A white circle is superimposed over the image, framing the woman and the text. The text is centered and reads "COVER STYL" in large, bold, white letters, with "SMART INTERIOR DESIGN" in smaller, white letters below it.

COVER STYL
SMART INTERIOR DESIGN

NF98 —

**THE ONLY LIMIT IS
YOUR IMAGINATION**



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EDITO

“

I'm Michael Keser, the director of Cover Styl'.

6 years ago, we decided to revamp completely the identity of Cover Styl'.

We quickly understood that amongst all the prestigious references we now stock, there is one that has truly stood out from the crowd.

I would say the duel in the Cover Styl' crown, is our exquisite 'Glitter Collection'.

Our Glitter collection, forms the most exclusive range, of stunning never seen before self-adhesive coverings.

In a complex high-street retail environment, we know that visual marketers have a battle, to interest, engage and capture customer attention.

Our diverse multi functional Glitter product range, can be used, but not limited to the following applications, Shop Fronts, Windows, Counters, Walls, Doors, Displays and even Furniture.

There is an assortment of different coloured Glitter options and they have the most phenomenal texture and sparkle. It's my belief that this sparkle is the key to the success of this product, the mesmerizing sparkle of our Cover Styl' Glitter range, really sets it aside from its competition. It captures the customer attention and draws them directly to the item you're trying to showcase. Such visual effects cannot be shown online and helps reignite and fuel customer interest instantly. Ensuring your display has a powerful impact, that's both remembered and inspires a positive visual shopping experience for your buyers.

I think you'd agree, that the retail sector desperately needs some support in the coming months.

Now's the time to help breath life back into conventional retail stores, you need to leverage the jaw dropping beauty of Cover Styl' Glitter to capture, customer attention and draw them back in stores?

”

You also cannot afford to let your competitors pitch this product to clients before you.



Michael KESER

Cover Styl' Director



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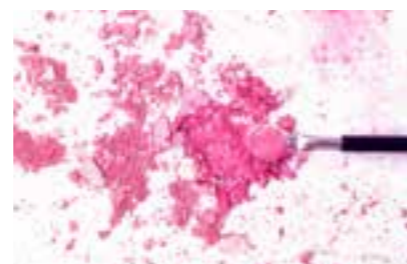
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R5

Exclusivity, uniqueness and glamour – just three of the words commonly associated with designer fashion.

A bespoke piece, whether jewellery, furniture or fashion, is something very special, with a story behind every single piece for both the creator and the client.

For this reason, it is always important to give the customer a role in their own story; providing an end-to-end retail experience that lingers in the mind far beyond the original purchase.

Because they are not simply buying a product; they are buying a taste of luxury, a statement, an heirloom. Such purchases also carry significant psychological aspects, revealing more about a buyer than simply the contents of their wallet. Indeed, such purchases may strengthen self-confidence, which goes hand in hand with a certain attitude towards life, that of prosperity and mindfulness.



Designers highlight

In keeping with the latest concept of sustainability, hand-crafted pieces are lovingly made with painstaking craftsmanship, resulting in timeless pieces that can be loved for generations.

This is why the setting of the purchase needs to be as high-quality and decadent as the product itself, to create a memory that can live up to the expectations placed upon it.

The glitter range from Cover Styl' is the perfect solution, highlighting without overpowering, and keeping the products firmly in the foreground.

The sparkling vinyl creates a stunning ambience wherever it is used, thanks to the way it shimmers and reflects light, all the while leaving the designer items to speak for themselves.



Pop-up shops are becoming increasingly common, challenging the traditional retail model of long-term leases and high-end flagship stores.

At first glance, they may look just like regular stores, but many retailers use them to create unique and engaging shopping experiences, without the constraints and financial risks of a long-term let.

You may well have experienced pop-up retail already, whether you know it or not. There are plenty of examples of stores opening up in a desirable, high-traffic location, creating a buzz and then moving on to the next location – all backed up by an ever-ready e-commerce site.



R6

In some instances, a retailer will simply set up a pop-up storefront, to pique interest among passers-by, again directing trade to a website or permanent store.

Opening a pop-up store is a great way to attract and entice new customers with increased flexibility and lower risk, but it's vital to get the look right.

Retailers need to create an eye-catching, professional image that can be quickly and economically replicated, store by store. Enter Cover Styl' glitter range.

Installed on walls, doors, furniture, displays or even windows, this sparkling yet durable vinyl creates a sense of decadence belying its temporary nature. The glittering yellow or golden touches

of R6 will bring your premises and products to life and bathe them in a luxurious glow, creating a high-end feeling to the most temporary of stores.

Pop-up stores change as fast as fashions do, and Cover Styl' vinyl films are the perfect product to keep up with the trend.



THE GREAT R7

*Inspired in the sophistication
in everyday life.*



**It feels like home.
But it's not - it's your hotel.**

Picture the scene: a young couple returning to their accommodation after a fun and exhausting day of skiing in the mountains. They're ready for a well-deserved meal and a glass of wine in the hotel's restaurant, or maybe alone in their own room. Whichever they choose, they're happy and rested, ready to have a good evening...



We often hear that home is where the heart is, and it's true.

We can make our home anywhere, in another city, another country... What's important is that it's in those places where we can enjoy life to the fullest and be happy. Because home is not a place, it is a feeling.

When traveling, the look and feel of the accommodation goes a long way to making visitors feel comfortable and at home - or not.

The Cover Styl' R7 "Classic Silver" glitter vinyl ensures that your customers can truly shine when they stay at your accommodation. Cover Styl's vinyl creates a sparkling atmosphere in any room, guaranteeing that every guest's stay at your hotel will be unforgettable!

Whether it's a feel-good get-away from daily life or a glamorous girls' trip, this luxurious design element is a must-have to create unique and unforgettable moments!

TRAVEL AND STAY'S



Classic Glam Enviroment

Since humanity began, so did gathering to tell stories in front of an audience, with the increasing need for a space to be able to perform. Theatre design developed from the open-air amphitheatres of the Greeks and Romans to the incredible array of buildings we see today.

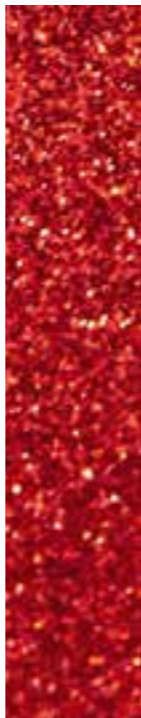
And while some forms and designs work better for particular types of performance, there is no ideal shape or size of a theatre.

However, it is important to remember that audiences are not just there for the show; they're there for the experience too, which is where the lights, the colour and the fabrics play their part.

Because theatre design is more than simply size or shape; décor plays a part in creating the right ambience for the audience, whether that's glamorous and old-school or cool and contemporary.

The current experience is one of glitz and glamour, as people love a night out at the theatre.

The Cover Styl' R8 film reference from the glitter range is a great way to modernise a theatre environment, giving it that extra sparkle whilst retaining an air of elegance.



*R8
Cultural
Activities*





Nightlife

There is no better feeling than being in a bar or club making memories with friends. As a hotspot for people having the time of their life. With Cover Styl's unique glitter series, your bar or nightclub will become the highlight!

With light dancing off the walls and reflecting the smiles on happy faces, your customers will keep on dancing until the sun rises.

Just like the drinks you sell, Cover Styl's glitter series is proof that your taste is unique. R17 and R9 are just some examples of how your décor combined makes for the most enticing of evenings.



With the Cover Styl' glitter range, you can give the theatre a truly individual look, with the light from the big screen casting a magical ambience around the room.

In this case, the Cover Styl' R10 and R12 vinyls were to create a cosy feel with a glittery texture; perfect to fill empty walls and high ceilings.

R10 is commonly used in cinemas, as its shimmering emerald green effect allows the light of the big screen to bounce off it.

However, other considerations must also come into play when it comes to cinema design, such as sound-proofing, disabled access, lighting arrangements and the management of air quality.

With so much else to consider, the easy-to-use and adaptable Cover Styl' glitter range is the perfect fit, allowing you the freedom to create your own look with the flexibility to fit in with all other requirements.



A dark room. Hushed voices. A giant screen. The smell of popcorn...

Sounds familiar?

Everyone loves a trip to the cinema, whether that's to see the latest blockbuster or revisit an old-school classic.

Cinemas are places where movies can transport us into another world - but how much do your surroundings pay a part in the big screen experience?

Did you know, cinema design has strict design specifications and adhering to these is the crucial element for developing an enjoyable experience for audiences?



Label me



They say men are from Mars and women are from Venus – but is that true when it comes to shopping?

Gone are the days when men would be happy with a jumper and slacks from any high street store; nowadays, they follow trends and are just as likely to shop on impulse as women.

However, they are also increasingly turning away from physical stores, instead shopping on their mobile phones or tablets, with Tuesdays and Fridays the peak days for men to shop online. Retailers say that this new behaviour marks a major shift in the way men shop, making this an important

era when it comes to male fashion, and meaning retailers must try even harder to entice men into real-life stores.

For shopping online misses a key part of the retail experience; the touch and feel of the products, as well as the physical ambience of a store. Shoppers of both sexes are increasingly likely to browse in store before looking for the best offer or cheapest product and buying online.

Which brings us to the heart of the problem; how can retailers convert an in-store browser into a paying customer?

New product and brand launches can help; whether online or in person, men have been found to be just as excited about the latest trends as women, with 25 per cent of launch traffic coming from men, compared with 12 per cent in 2014.

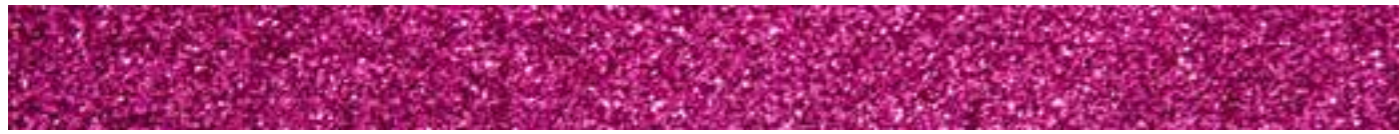
Another weapon in the retailer's armoury is the emotional impulse purchase; making the shopping experience so pleasant, so enjoyable, that the consumer feels they have to seal the deal. And that's where Cover Styl' Glitter solution can help, creating the perfect conditions for a sale to be made.

The client knows that he could buy the exact item online cheaper, but the music is nice, he feels comfortable, the salesperson is friendly and there's advice on top.

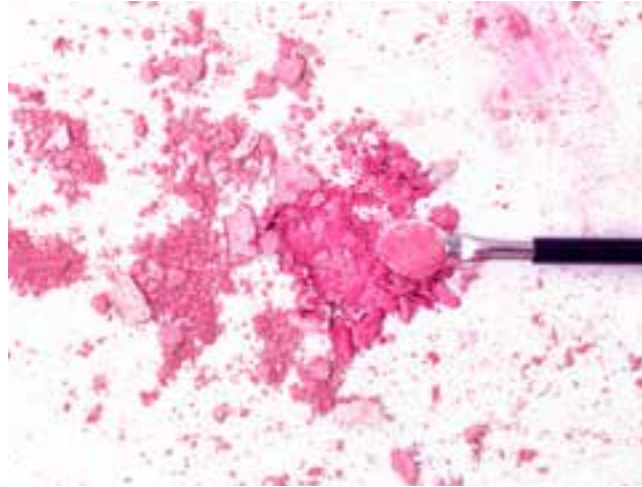
What's more, the store looks the part - the blue glitter touch Cover Styl' R11 in the displays is bringing all the products to life, far better than any two-dimensional website.

The client feels, simply, in the right place at the right time and so is convinced to make his purchase there and then. We know that for a long time, men preferred fast and targeted shopping trips. Now, for both sexes, shopping is more of a leisure experience, with bars, coffee shops and bookstores added to the mix.

Maybe the planets aren't so different after all.



Beauty & more



R13

The global market for cosmetics, beauty and fashion products is growing steadily, as the rise of social media means we're all the stars of our own shows.

Few other industries are as fast-moving - but what makes the market so successful?



R13 in action

With its high-quality shimmering design, Cover Styl' R13 glitter foil serves as an ideal eye-catcher to draw the customer's eye to products. The targeted use of accents underlines the message, creating a uniform interplay.

Why Cover Styl'?

Cover Styl' combines sustainability and marketing.

With a variety of designs, the films adapt to the ever-changing trends in the industry, giving businesses the chance to not only stand out from the crowd, but at the same time save on the high costs associated with purchasing expensive furniture.

The need for self-care, fashion and well-being is in our nature, and the industry knows this, tempting the audience with an ever-evolving range of products.

The recipe for success is, and always has been, simple; it's all about reaching out to customers across all platforms.

Young companies use their digital expertise to reach consumers, working with influencers to spread the word and launch new trends - with products just a click away.

However, not all customers can be reached with online marketing.

Many consumers still attach great importance to trying products in real life, relying on the personal touch for their beauty decisions.

Big brands and retailers must therefore use tasteful and enticing store design to offer their customers the perfect shopping experience, away from the internet.





R14



The greatest composition

Ladies room

Renovating a ladies' washroom may involve a little more planning than you might imagine; it can also have a bigger impact on your business than you may expect.

Ladies' washrooms need to have a bit of glitz and glam to keep the space inviting and luxurious, and this is especially true in the likes of restaurants, bars and nightclubs.

From improved staff engagement to enhancing the image of a brand for customers and clients, there's plenty of reasons to get it right.

Firstly, it's important to remember that a restaurant washroom is a public facility. As such, there are certain criteria and guidelines to be met.

The facilities need to be safe, hygienic and suitable for the general public who will be using them, but it's also vital to keep the visual impact at the front of your mind too.

The Cover Styl' R14 film from the glitter range is an effective yet efficient way to keep the theme of a stylish environment running through into the washroom space.

Secondly, provision for disabled people must be incorporated in the design, which may need a more specialist fit-out. Here, Cover Styl's vinyl glitter range can be retro-fitted for a more low key glitter effect, such as a green or blue shimmer.

R14 is also commonly utilised in hotel washrooms, replicating a premium look and shine to keep the high-end theme consistent throughout.



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One of the main goals is to cause emotion, every colour is a tool.

-John A. Massit

R15

In the highly competitive market of social events and exhibitions, you need something to make sure you stand out from the crowd.

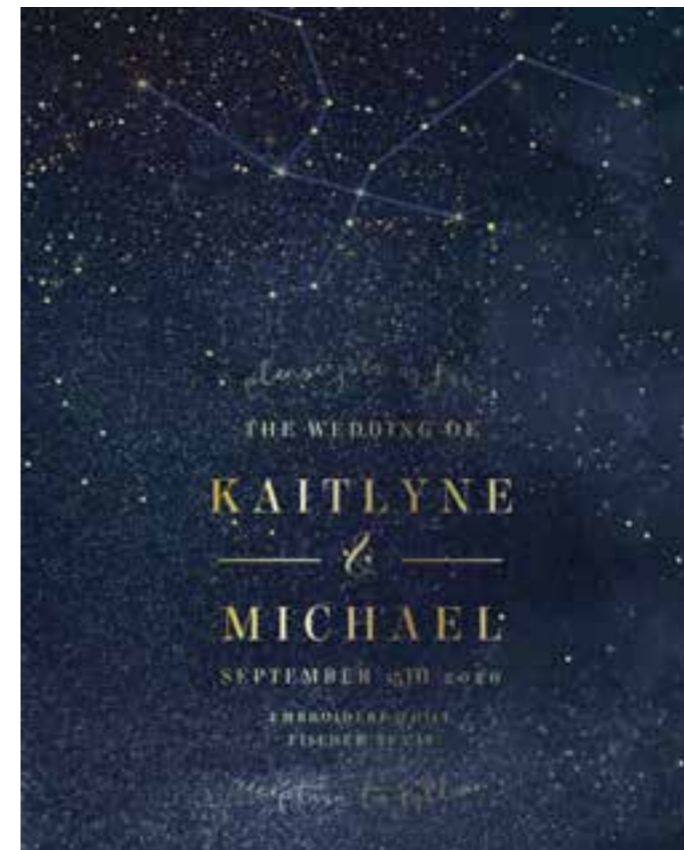
The R15 film reference from the Cover Styl' glitter range is the perfect way to get your message across, while maintaining a premium style.

R15 was made for large spaces, and its impact cannot be understated; combined with the right lighting set-up it's sure to achieve that exclusive WOW factor.

With that in mind, the Cover Styl' glitter range has to be one of the key products to add to your event's product list. Easy to use and durable, it's sure to make your event shine and your guests sparkle.

Because events are not only about the people who attend them; they're also about setting the scene and setting the trends, and Cover Styl's glitter range is top of the list.

R15 is most definitely the new 2021 IN colour for glamorous social events, and we can't think of a better way to make your event stand out than with a classic navy with a touch of added sparkle.



TO SEE TO TOUCH TO FEEL



*Shopping
from A-Z*

Perfume, scent, fragrance, eau de toilette, eau de parfum, cologne, aftershave – whatever you call it, smell is big business.

In 2018, the global perfume market was valued at US\$31.4bn, and it is estimated that from 2019 to 2025, the annual growth rate will top three per cent.

This growth is attributed to the booming health and beauty trend, along with increasing demand for luxury and exotic fragrances.

But in such a crowded market, how can new products get noticed? And how, in an age of online retail, can customers be encouraged to follow their noses into store?

Let's start at the beginning. It's a well-established fact that, when it comes to fragrance, consumers tend to pay more for the design, the advert or the look of the bottle, rather than the scented alcohol solution inside the bottle.

Branding is key when it comes to perfume sales, and retailers have to make the right first impression in a crowded marketplace – are they chic and classy? Quirky and crazy? Fun and frivolous?

After all, the bottle has to be appealing enough for a shopper to pick it up and take that first sniff.

However, it has to be said that many bottles are a work of art, deserving pride of place on any dressing table – no matter how pleasant (or otherwise) the fragrance within.

But, in an industry where clearly image is of utmost importance, is it not also worth considering the image of the store itself - the shop, the walls, the displays?

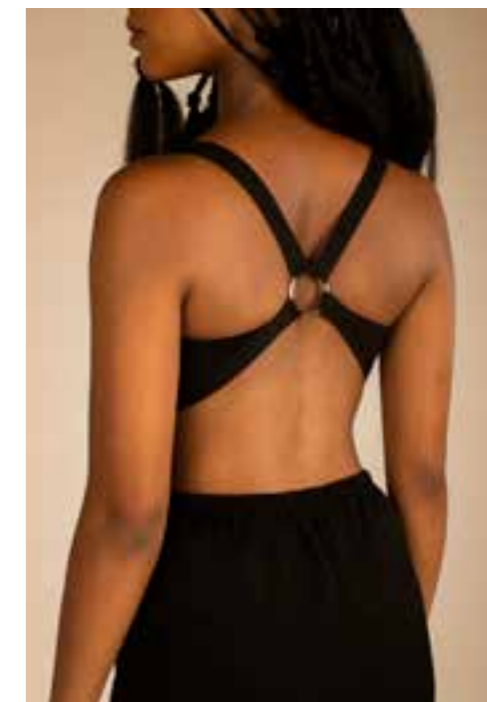
Because if an attractive bottle has the potential to increase sales, then surely an aesthetically-pleasing background will only amplify the effect?

Using R18 Cover Styl' behind a display can be the perfect finishing touch, highlighting the contours of the bottle and making it stand out on the shelf, combining the senses of sight and smell in a winning combination.

R18



WHEN IT ALL HAPPENS



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Cover Styl' glitter range creates an eye-catching and high-quality atmosphere. With targeted accents, it highlights the beauty of the products, showcasing them to their very best advantage.

The result? To make the shopping experience something out of the ordinary.

In the 21st century, what do we mean by shopping?

For some people, it means simply buying the items they need (and want) when they need (and want) them. From food to clothes, furniture to holidays, it's a means to an end – albeit one with the stress of hunting for the lowest price.

R16

For others, it's much more than that; it's an escape, a sanctuary, a moment just for oneself. For these people, shopping is almost a form of therapy; new trends and styles challenge them to get to the bottom of their tastes, to get to know themselves and choose the image of themselves they present to the world.

Of course, the options for shopping today are very diverse. In this era of digitalization, we can buy almost anything on the internet; with just a few clicks, we can order our favourite products straight to our door.

But while this makes shopping simple, fast and practical, the charm of “shopping” is lost.

So how do we find it again?

For many, the joy of shopping is not solely in the buying, it's in strolling through the streets of a beautiful city, on a sunny afternoon. A coffee and a slice of cake in the café next to your favorite store. The ambience and excitement of a bustling city filled with life and people and purpose.

And this is exactly what big brand and retail chains are taking advantage of – the need for an experience. Retailers need to tap into the good feeling that they sell, along with their products. A shopper's

subconscious quickly decides whether or not they identify with their surroundings, reacting to the smells, colours and lighting.

A multitude of information is processed within the first few seconds of entering a store, seconds that are crucial for the retailer.

It is therefore in the retailer's interest to design the sales area in harmony with the image they are hoping to convey, to evoke the corresponding associations in the customer and to make shopping the experience they're looking for.

Because sometimes, we want something more than the click of a button.



R19



Shopping from A to Z

Edited by John A. Massit

They say that first impressions count, and that's just as true when it comes to a shop display; a decisive moment for potential clients and retailers.

Because in these few seconds, a window-shopper decides whether they will become a paying, returning customer or if they'll walk on by.

With this in mind, it's vital to make sure that the first glance grabs, and most importantly keeps, the attention.

Cover Styl's R19 vinyl "Glamorous Champagne" skillfully highlights your products, tempting browsers to take a closer look and enter the store.

Once inside, the displays that surround your clothing and accessories reveal a lot about you as a brand – and Cover Styl' has something to say.

With the Cover Styl' glitter series, it's easy to create an exclusive and luxurious appearance, leaving your customers with an image of your brand that will linger long after the original visit.

What's more, the search for an eye-catching online product presentation is now over.

Perfectly suited for product images on your website, R19 is ideal as a background to draw attention to your products through the targeted light reflections, while the warm colour invites the customer to complete their purchase.

These days, when a little creativity is crucial to make you stand out among all the other stores, you have to take matters into your own hands.

A little assistance from this glittery little helper can't hurt – because sometimes all you need is a little added sparkle.

Make sure your brand stays in your customer's mind with Cover Styl'.

**THE ONLY LIMIT IS
YOUR IMAGINATION**

coverstyl.com

