



FIG. 01 — KIEHL'S SINCE 1851 (DIRECT)

PREVIZ FRAME

Six environments, approved before a panel was milled.

KIEHL'S SINCE 1851 (DIRECT)

A worldwide experiential system for Kiehl's — pavilions, plazas, and apothecary windows resolved entirely in PREVIZ before fabrication.

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THE CHALLENGE

Make Kiehl's hero formulas legible at street scale — from Central Park to APAC flagship districts — without the work ever reading as signage. Experiential builds are the most expensive place in marketing to discover a mistake: once a panel is milled, every change is a change order.

THE PREVIZ APPROACH

Every activation was resolved end-to-end inside PREVIZ before build. Site context, sun position, foot-traffic sightlines, copy hierarchy, and hero-product placement were approved as motion — so fabrication, retail, and the global marketing org received the final film of the experience, not a rendering of a possibility.

OUTCOMES

BASIS NOTED PER FIGURE

6 ENVIRONMENTS, ONE APOTHECARY LANGUAGE Pavilions, plazas, and window systems — all previz-locked before fabrication.	2 FORMATS RUNNING IN PARALLEL Free-standing public pavilions and the flagship apothecary-window system.
Once EVERY PANEL MILLED RIGHT THE FIRST TIME Fabrication began only after the client had walked the space as motion — no rebuild round, the classic budget-killer of physical retail.	Global DEPLOYMENT FROM ONE FILE New York and SoHo to Asia-Pacific flagship districts — tuned per market, per formula, per season.

01 /

Architecture, not signage

The answer to the brief was scale: the jar becomes a pavilion, the serum bottle a column, the storefront window a formulation chart. That only works if the proportions work — and proportions are exactly what PREVIZ interrogates before anyone commits to steel and marble.

02 /

Virtual scouting for real streets

Each site — Central Park lawn, SoHo cobblestones, APAC plaza — was previsualized in context: sun position across the day, pedestrian sightlines, the exact distance at which the tactile claim becomes readable. The activation was walked, in motion, before it existed.

What shipped to fabrication was therefore not a concept deck. It was the final film of the experience, frame-accurate to what opened on the street.

03 /

Previz as the deliverable

This engagement is AIM's cleanest case of previz-as-deliverable on the brand-direct side: no agency layer, no production company in the middle. Kiehl's brand stewards and AIM worked the file until the activation was inevitable — then deployed the same vocabulary across two formats and every market.

*"What shipped to fabrication was
already the final film of the experience
— not a rendering of a possibility."*

— AIM · KIEHL'S ENGAGEMENT NOTES

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