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## Barnes & Noble College Beautifies the Campus Bookstore with The Glossary

**A New Concept Store within Barnes & Noble College Bookstores Brings Prestige and Mass Color Cosmetics, Skincare and Haircare to College Campuses for the First Time**

BASKING RIDGE, N.J.--(BUSINESS WIRE)-- [Barnes & Noble College \(BNC\)](#), a [Barnes & Noble Education \(NYSE:BNED\)](#) company, a leader in campus retailing and one of the largest contract operators of bookstores on college and university campuses across the country, today announced the launch of its on-campus beauty concept, The Glossary. Housed as a distinct store within select Barnes & Noble College bookstores, The Glossary is a first-of-its-kind, dynamic shopping environment that offers students the opportunity to explore, sample and purchase a wide variety of mass and prestige beauty products on a growing number of college campuses nationwide.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20160516005426/en/>



"We built our reputation as one of the most trusted campus retailers by continuously innovating and creating new merchandising ideas we know our students are looking for," said Joel Friedman, Vice President, Chief Merchandising Officer, Barnes & Noble College. "We are excited to introduce The Glossary to our college partners, making the brands and products students want easily accessible to them for the first time."

Barnes & Noble College selected two key partners to execute the beauty concept: global retail design and build firm [RPG](#) to design, brand and manufacture The Glossary, and prestige health and beauty brands distributor [EC Scott Group](#) to stock its shelves with product. The environment showcases a groundbreaking retail shop that is completely distinguished from categories in the bookstore setting. RPG used warm colors and hand-drawn original art to create a unique, approachable

The Glossary, a new concept store within Barnes & Noble College Bookstores, brings prestige and mass color cosmetics, skincare and haircare to college campuses for the first time. Photo Credit: Barnes & Noble College presence for The Glossary. Main drive-aisle spaces and in-store locations position The Glossary for high traffic, while product displays create and encourage in-store experimentation, as opposed to the traditional approach of putting beauty products in a showcase. In order to appeal to a diverse spectrum of college students, The Glossary features a wide range of products, from prestige brands like Smashbox, Philosophy, Bliss and Lipstick Queen, among others, to traditional mass-market brands including Burt's Bees, CoverGirl and Maybelline.

"Through in-depth student discussions and focus groups, we recognized a gap in access to beauty solutions on campus and worked with them to help shape The Glossary," said Lisa Mazzio, Director of Merchandise, Fashion Trends and Beauty, Barnes & Noble College. "Their feedback informed the categories and brands we sell, the look and layout of the stores themselves, and the format that inspires self-discovery rather than in-aisle beauty consultants, which students expressed were less desired."

These research efforts are one example of Barnes & Noble College's broader research strategies, including its Student and Parent POV panels. These platforms showcase the Company's ability to quickly innovate products and services that align with the rapidly changing needs of its customers.

"RPG created a concept that appeals to a wide array of campus consumers," Mazzio added. "The Glossary's design attracts

value seekers, product perfectionists and brand devotees, and is scalable to add, evolve and change the product mix in the future."

Piloted at the [Barnes & Noble Emory University](#) and [Southern Methodist University](#) bookstores, The Glossary has since expanded to the campuses of [Tulane University](#) and the [College of William & Mary](#), with plans to open a location in August on the campus of the [University of California at Riverside](#).

#### **ABOUT BARNES & NOBLE EDUCATION, INC.**

**Barnes & Noble Education, Inc. (NYSE: BNED)**, one of the largest contract operators of bookstores on college and university campuses across the United States and a leading provider of digital education services, enhances the academic and social purpose of educational institutions. Through its Barnes & Noble College subsidiary, Barnes & Noble Education serves more than 5 million college students and faculty through its 748 stores on campuses nationwide, delivering essential educational content and tools within a dynamic retail environment. Through its digital platforms LoudCloud and Yuzu<sup>®</sup>, Barnes & Noble Education offers an excellent digital reading experience and access to a broad catalog of content and technology. Barnes & Noble Education acts as a strategic partner to drive student success; provide value and support to students and faculty; and create loyalty and retention, all while supporting the financial goals of college and university partners.

General information on Barnes & Noble Education, Inc. can be obtained by visiting the Company's corporate website: [www.bned.com](http://www.bned.com)

#### **ABOUT BARNES & NOBLE COLLEGE**

**Barnes & Noble College**, a Barnes & Noble Education company (NYSE:BNED), is a leading operator of college bookstores in the United States. Barnes & Noble College currently operates 748 campus bookstores and the school-branded e-commerce sites for each store, serving more than 5 million college students and faculty nationwide. As a strategic partner, Barnes & Noble College is committed to offering a complete support system and an unmatched retail and digital learning experience to foster student success in higher education.

General information on Barnes & Noble College can be obtained by visiting the Company's website: [www.bncollege.com](http://www.bncollege.com).

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