

OUT OF HOME

SK-II opens SoHo pop-up to change consumers' destinies

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SK-II Mid Day Essence Spray

By STAFF REPORTS

Beauty marketer SK-II is educating consumers that it is never too early or too late to prevent skin aging with its integrated marketing campaign #ChangeDestiny.

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The campaign centers on the brand's Skin Destiny Decoded study, which found that skin begins invisibly aging even in the 20s. To further the message and celebrate the launch of the campaign, SK-II is opening a pop-up store in New York's SoHo for consumers to interact with its products and get tips from brand representatives.

Beauty regimen

SK-II found in its study that women who use its Facial Treatment Essence with Pitera in their 20s look younger than their age once they reach their 30s and 40s.

The brand is hoping to start a conversation around Pitera, beginning with a pop-up opening Oct. 3 on Broome Street.

Here, consumers can test products, sample and have a complimentary skin consultation using the brand's Beauty Imaging System, which can tell a consumer's skin age. Once determined, this information can be used to create a personal regimen and track their progress over time.

SK-II's brand ambassador Cate Blanchett will help open the pop-up and is also featured in the campaign's digital component. A video with the actress, part of a series, asks her to talk about her feelings on destiny, time and change.

SK-II #ChangeDestiny: Conversations with Cate Blanchett

The brand will also use the pop-up to introduce its Mid Day Essence Spray, meant to be used as a touch up throughout the day, and which can build up skin's moisture barrier over time.

Temporary beauty boutiques can give consumers an immersive experiential understanding of a brand's products.

For instance, French perfumer Guerlain promoted its spa located within the Waldorf Astoria New York with a pop-up shop geared toward holiday shoppers.

Guerlain's day spa is found on the 19th floor of the Waldorf Astoria and provides guests with facials, massages, manicures and other treatments by aestheticians trained by the brand in Paris. For guests that may be unfamiliar with Guerlain's products or the in-house spa, the pop-up will likely result in bookings and purchases as passersby browse

the temporary shop ([see story](#)).

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