

OUT OF HOME

Chanel takes consumers backstage with LA beauty pop-up

February 16, 2016



Promotional image for Chanel Coco Stylo & Le Vernis

By STAFF REPORTS

French couture house Chanel is giving Californians the Hollywood treatment in a pop-up beauty installation opening later in February.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

"I Love Coco," timed to coincide with the Academy Awards, will be hosted at the Chateau Marmont's bar and restaurant, evoking the feel of a private club. Branded experiences are often the best way to launch a beauty line, as it allows consumers to interact with products in an immersive way.

Celebrity-approved

This installation, which will be open from Feb. 26 through 28, will serve as the launch for Chanel's Rouge Coco Stylo lipcolor and Le Vernis Longwear Nail Color, both of which debuted to consumers this month.

Consumers interested in attending I Love Coco need to register for a time slot between noon and 7 p.m. on a dedicated [microsite](#). Admission will be limited.

On the site, a video showing a woman playing an electric guitar plays on a loop. According to [The Hollywood Reporter](#), this space is meant to feel like a backstage makeup area while also evoking the Los Angeles music scene.

CHANEL FRAGRANCE MAKEUP SKINCARE GIFTS CHANELSTANDARD SUNGLASSES



I Love Coco microsite

A VIP event on Feb. 25 will kick off the pop-up, with a musical performance planned.

The celebrity-favorite hotel is rolling out the red carpet for Chanel, as this is the first time it has closed off its Bar

Marmont for a private event for more than one day.

Cosmetic-focused pop-ups give brands the opportunity to interact with consumers around specific products.

For example, beauty marketer SK-II's integrated marketing campaign #ChangeDestiny told consumers that it is never too early or too late to prevent skin aging.

The campaign centered 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 opened a pop-up store in New York's SoHo for consumers to interact with its products and get tips from brand representatives ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.