

RETAIL

Printemps beautifies store windows through Madame Figaro partnership

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Image by Baard Lunde for Beauty Mania at Printemps

By STAFF REPORTS

French department store chain Printemps is teaming up with fashion magazine Madame Figaro to exhibit the latest beauty obsessions in an eye-catching manner.

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For "Beauty Mania," 11 of the windows at the retailer's Boulevard Haussmann flagship are showcasing editorial imagery featuring cosmetic trends crafted using brands such as Tom Ford, Armani and Dior. Through this collaboration, Printemps is providing inspiration for consumers, allowing them to find the beauty label they most identify with.

Beauty as art

The exclusive photography by Baard Lunde shows different vibes and manners of expressing personal style through makeup.

For instance, a model wearing Dior's deep, glossy lipcolor dons a black mesh veil over her face, with the word "couture" inscribed on a lit sign. Similarly, YSL Beaut's rock n' roll sensibility is depicted with a swipe of cobalt blue on the model's lids.



Window featuring YSL Beaut

Guerlain's glamour and Lancme's liberte are also on display, as is Armani's elegance, helped by a swipe of red lipcolor.

The windows, which debuted May 12, will be up through June 18.



Window featuring Armani Beauty

Madame Figaro is also teaming up with Printemps on the now-annual Les Belles Recontres, a series of beauty talks featuring perfumers, makeup artists and other experts in the beauty space. From May 19 until June 25, 21 sessions will be held, with topics such as achieving a covetable complexion year-round and leading a healthy and balanced life.

Check out the making-of #BeautyManiaPrintemps windows

Partnering with a magazine allows retailers to bring an editorial vision to their store windows, harnessing lifestyle publications' knack for aspiration.

For instance, British department store Harrods showcased its overhauled home furnishings department with window displays designed by Cond Nast shelter publication House & Garden.

The 11 interior-themed windows, with six designed by the magazine, focused on modern interior decor, giving viewers an idea of what can be bought in Harrods' new Harrods is Home section. This was an effective way to promote the new selection in-store, since it showed realistic yet aspirational uses of the products Harrods carries ([see story](#)).