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FRAGRANCE AND PERSONAL CARE

YSL Beauty pops up at Los Angeles hotel to fete new face

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Staz Lindes for YSL Beauty

By STAFF REPORTS

French beauty label YSL Beauty is checking into the Ace Hotel in downtown Los Angeles for a two-day stay.

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The L'Oreal licensor is staging a pop-up at the hipster hangout's theater from Jan. 10-11, giving Los Angeleans the chance to shop its cosmetics in an experiential setting. This event is the beauty brand's first United States location for its retail concept The Lip Showroom, following a traveling series of pop-ups in Asia.

Retail theater

Saint Laurent's former creative director Hedi Slimane was based in Los Angeles, making the West Coast city a major hub for the brand. The house's latest beauty ambassador Staz Lindes also hails from Los Angeles, adding to the desire to host in the town, according to [The Hollywood Reporter](#).

Kicking off the pop-up will be a private party on Jan. 10, honoring Ms. Lindes' arrival as a brand face.



Rendering of YSL Beauty's pop-up at the Ace Hotel

From a ruby red kiosk, open from noon to 8 p.m. each day, YSL Beauty will retail about 45 different products, including a variety of lip colors, its Touche clat aluminizing concealer and its Black Opium and Mon Paris fragrances. Customers will be able to have their lipstick engraved with up to 14 characters for free.

Before Los Angeles, this pop-up appeared in South Korea, China and Japan. YSL Beauty has plans for another pop-up in the U.S.

Beauty marketers have been decamping for Los Angeles to reach the millennial Hollywood crowd.

French couture house Chanel gave Californians the Hollywood treatment in a pop-up beauty installation that opened in February.

"I Love Coco," timed to coincide with the Academy Awards, was 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 ([see story](#)).

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