

TRAVEL AND HOSPITALITY

Four Seasons launches first in series of global pop-up experiences

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Four Seasons pop-up experience offers food, drinks and more. Image credit: Four Seasons

By DANNY PARISI

Four Seasons Hotels and Resorts invited customers into a unique temporary experience with its first "Pop Down," a collection of curated experiences ranging from food and drinks to floral arrangements.

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The experience was hosted in Toronto during the city's annual film festival to attract high-profile guests. Four Seasons is keen to continue these Pop Down experiences, bringing in new ideas and activities for guests that extend the brand beyond hotels.

"The concept creates an exciting opportunity to deliver Four Seasons experiences - characterized by our signature service and unparalleled attention to detail - in unconventional locations, pushing our imagination further as we continue to explore other unexpected ways that we can tell our story and bring the world of Four Seasons to life beyond our hotels," said Peter Nowlan, executive vice president and CMO at [Four Seasons](#), Toronto.

Temporary experience

The luxury world has seen many pop-ups, temporary shops that play off a brand or retailer's strengths while bringing in new experiences and unique perspectives.

Four Seasons is offering its own spin on this idea with the launch of Four Seasons Pop Down, a series of pop-up experiences around the globe bringing artisans and designers from different countries together for new engagements that last only a few days.

The first Four Seasons' Pop Down ran four days in Toronto in support of the Toronto International Film Festival.

Four Seasons' Toronto Pop Down, behind-the-scenes

Pop Down brought together artists and artisans from Four Seasons' network and across four continents each to create a unique "expression of their craft."

The artisans included chefs, pastry chefs and mixologists along with an interior designer who designed the layout of the pop-down, which was hosted in an empty retail space in downtown Toronto.

Together, this team created a walk-through experience where visitors could sample food and special drinks created especially for this event.

Guests entered through an archway draped with orchids and could visit a floor-to-ceiling herb garden, conveying a festive, floral vibe.

Pop Down

Four Seasons is hoping that the Toronto Pop Down will be the first in a long line of pop-up experiences that the brand will be implementing in cities around the world.

These sorts of experiences are quite popular and have been mirrored in a number of industries outside of hotels.

For example, department store chain Barneys New York took footwear label Birkenstock to New York's streets with a temporary store designed to feel like an art installation.



Toronto Pop Down under construction. Image credit: Four Seasons

The pop-up Birkenstock x Barneys New York Box was parked on Gansevoort Street in the Meatpacking District, across the street from the Whitney Museum of American Art. The heritage cobbler, founded in 1774, has become a popular footwear choice for the fashion set, and this pop-up allowed Barneys to become a main event during New York Fashion Week ([see story](#)).

Similarly, French fashion label Kenzo turned the premiere of a new sneaker style into an event with a Paris pop-up.

From Sept. 14-24, the brand set up shop at 16 Boulevard des filles du calvaire, allowing visitors to get their hands on the Kenzo Move footwear before it debuted globally. In addition to offering early purchasing, the pop-up hosted a dance-themed day to further engage consumers around the line ([see story](#)).

Four Seasons has an advantage as a hotel brand in that it is used to creating these types of temporary experiences. The only difference between the Pop-Downs and a typical temporary Four Seasons experience is that this stands alone and does not require one to be staying at a Four Seasons hotel.