

FRAGRANCE AND PERSONAL CARE

YSL Beauty brings "make it yours" retail experience to SoHo

October 26, 2017



YSL Beauty's pop-up will be at 490 Broadway, Oct. 27 to Dec. 31. Image credit: YSL Beauty

By STAFF REPORTS

France's YSL Beauty is embracing cosmetics' customization trend with its first pop-up shop in New York open from Oct. 27 through Dec. 31.

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Located at 490 Broadway in New York's SoHo neighborhood, YSL Beauty's pop-up will create a retail experience centered on the YSL Rouge Pur Couture lipstick range and the house's fragrances. As the holidays approach, it is likely that YSL Beauty will benefit from the foot traffic Broadway attracts as consumers search for the perfect gift.

YSL VIP

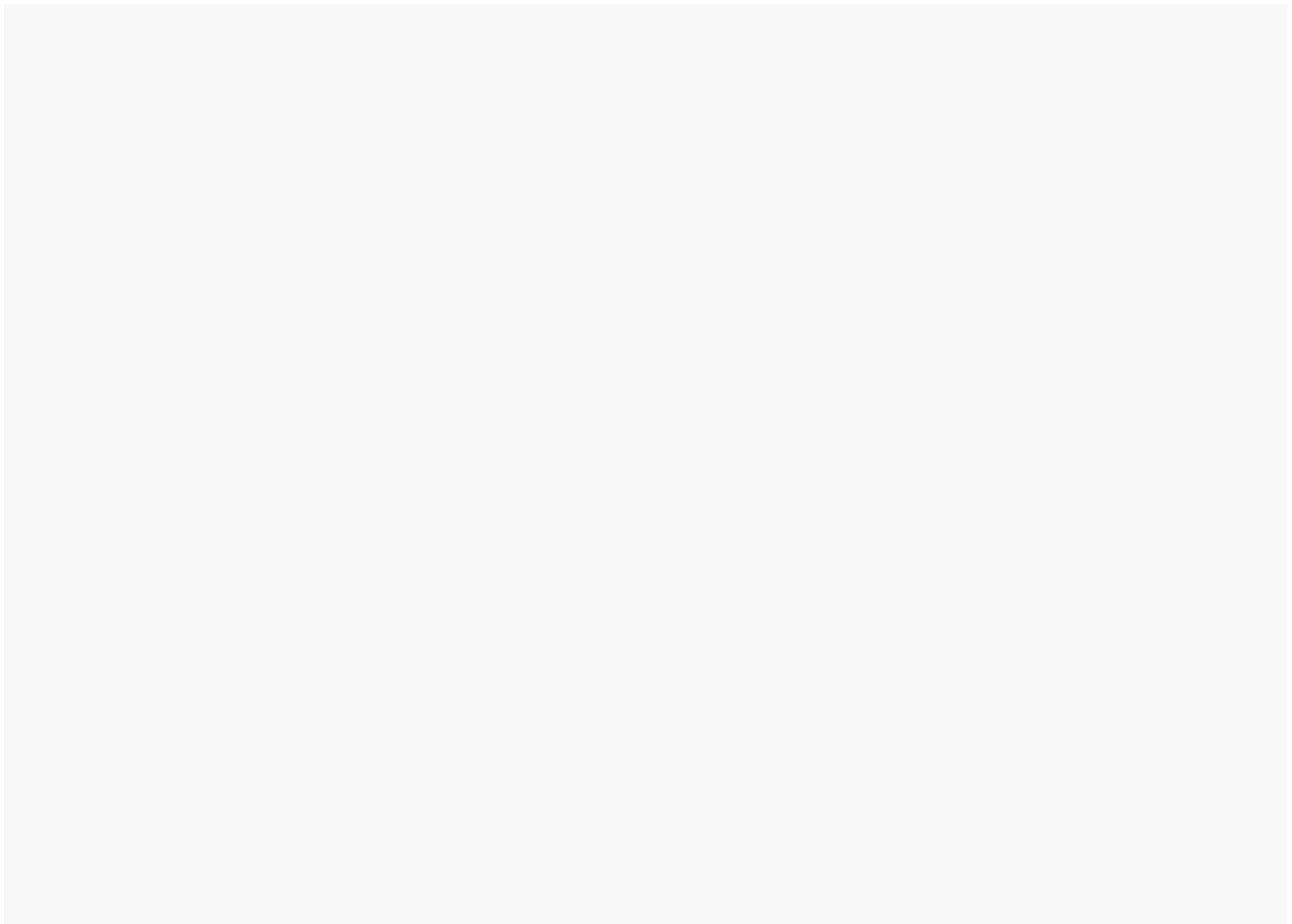
Visitors to the YSL Beauty pop-up will have the opportunity to customize lipsticks and fragrances for a "make it yours" retail experience.

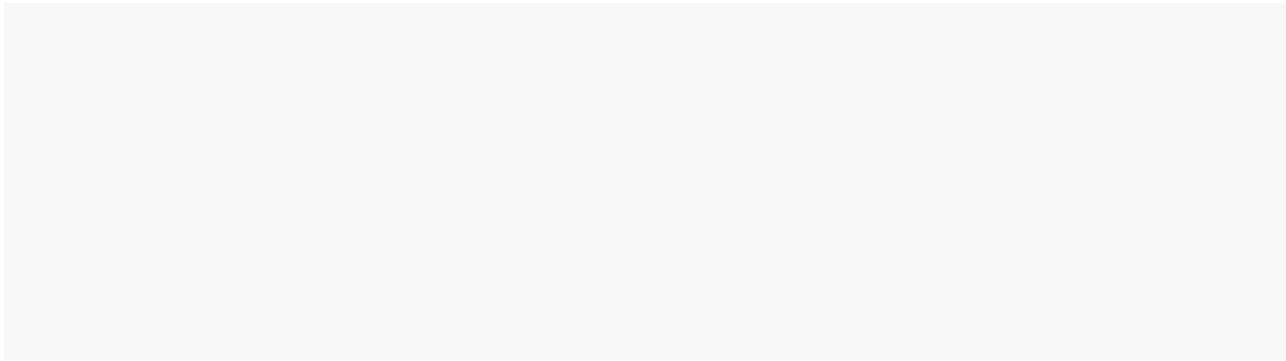
A personalization station, for example, will allow consumers to select her lipstick shade, cap, desk and engrave initials or a personal message or motif such as stars and hearts.



YSL Rouge Pur Couture lipsticks can be customized at the pop-up. Image credit: YSL Beauty

Beyond product customization, YSL Beauty has programed a series on in-store activations to enhance interaction. These touch points include beauty master classes led by celebrity makeup artists and an influencer series featuring popular YouTube and Instagram stars such as Laura Lee of @Larlarlee and Manny Gutierrez of @MannyMau773. Master classes will be taught by Tom Pecheux with special guest appearances by Nina Park, Aidan Keogh and others. A fragrance master class will be held at the YSL Beauty pop-up as well. Appearances by guest DJs on Thursday nights and weekend resident DJs are also scheduled.





YSL Beauty touches down in SoHo. Customize your YSL lipstick with special edition caps and engraving at the YSL Beauty SoHo Pop-Up at 490 Broadway (at Broadway and Broome). Plus, enjoy makeup and fragrance consultations and special events. Doors open October 27th through December 31st. #yslbeautysoho #makeityours #yslbeauty #makeup #beauty #popupstore #lipstick #nyc

A post shared by YSL Beauty Official (@yslbeauty) on Oct 25, 2017 at 8:22am PDT

L'Oreal Paris, who holds the license for YSL Beauty, has been hosting a number of pop-ups in New York to boost awareness for its designer lines.

For example, Italian fashion brand Giorgio Armani promoted its fragrance offerings at a temporary pop-up shop at the Westfield World Trade Center shopping pavilion in New York Aug. 17-27.

Similar to YSL Beauty's concept, consumers who purchased an Armani fragrance at the pop-up were able to personalize the bottle through complimentary engraving ([see story](#)).

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