

FRAGRANCE AND PERSONAL CARE

Chanel beauty pop-up gives lip service to Los Angeles

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Promotional image for Chanel Beauty House. Image credit: Chanel

By STAFF REPORTS

France's Chanel is encouraging consumers to embrace colorful cosmetics in an upcoming pop-up event.

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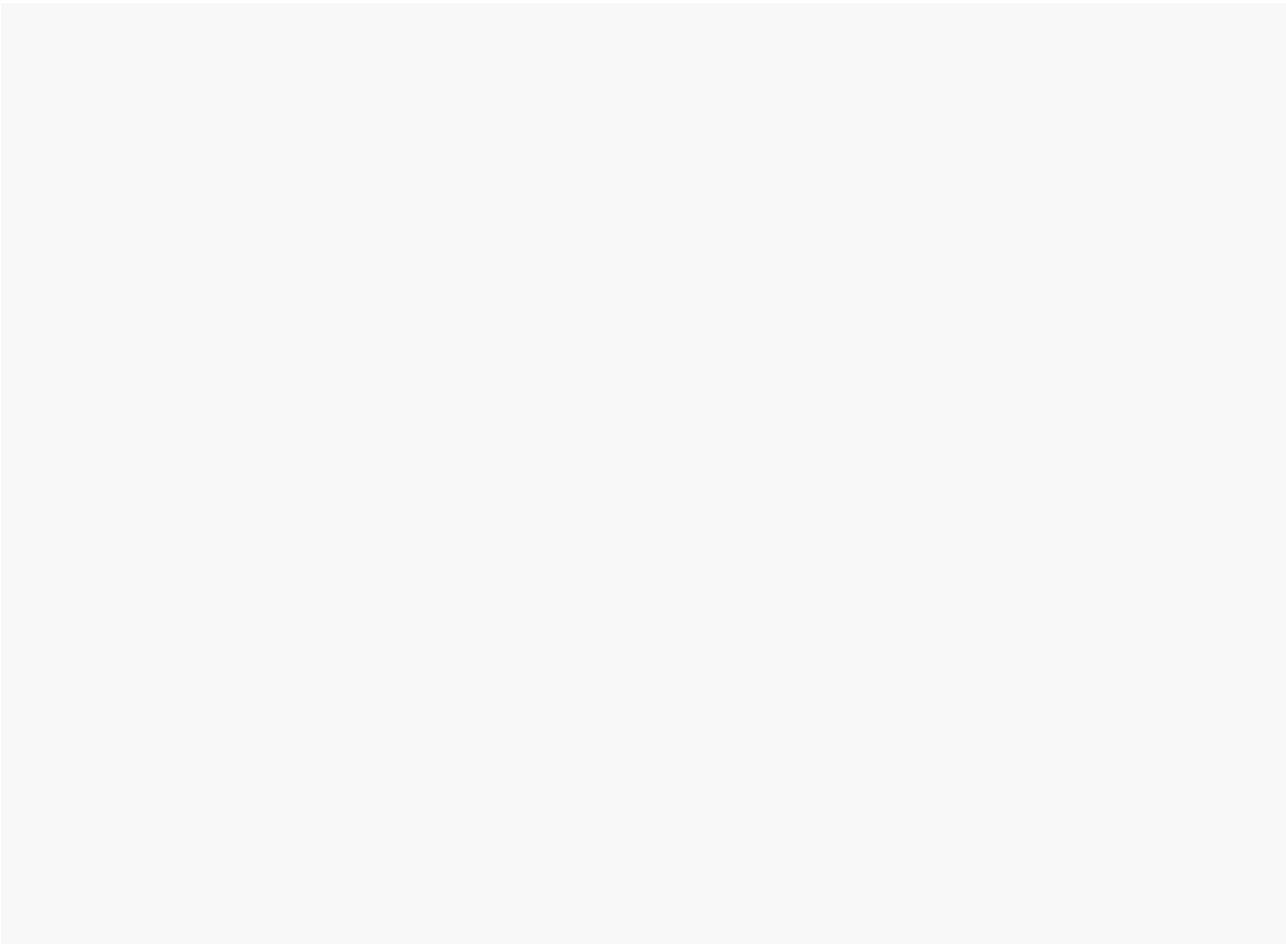
Open from March 1 through 4, the Los Angeles Chanel Beauty House will open its doors to the public, allowing guests to try out its latest lip products. Increasingly, beauty brands are providing consumers with interactive experiences, taking discovery beyond the traditional counter consultation.

Coco community

The Chanel Beauty House, located at 9169 Sunset Boulevard, will feature a self-guided exploration of the brand's latest lipcolors. Chanel estimates that the experience will be about 30 minutes.

A garden will host a retail space where beauty products can be purchased.

Along with celebrating its most recent launches, the pop-up is also being used to debut Chanel's new beauty-centric Instagram account in the United States. The @WeLoveCoco profile is intended to form a community of Chanel beauty enthusiasts through user-generated content.



Creativity, artistry, discovery, community. Follow @welovecoco, the new U.S. community of makeup insiders who love CHANEL. --- #welovecoco #CreateYourself #ChanelBeauty #ChanelMakeup

A post shared by CHANEL BEAUTY (@chanel.beauty) on Feb 22, 2018 at 10:28am PST

This new UGC-focused channel follows the addition of Chanel's beauty-specific Instagram earlier this year ([see story](#)).

Looking to further add to the account's audience and content, Chanel is encouraging consumers to post from the event with the hashtag #WeLoveCoco.

While the house will accept walk-ins, consumers ages 18 and older are encouraged to register for a time slot via Chanel's event page.

At this time, Chanel says it does not have plans to host this pop-up experience elsewhere.

Chanel also opened up a beauty school at London department store Harrods to provide expert perspectives on its products.

Opened Jan. 27, the Chanel London Studio x Harrods offers customers the chance to interact with the brand's makeup artists to learn tips and tricks. As consumers become more centered on acquiring experiences, brands are meeting the demand with new opportunities for engagement ([see story](#)).