

FRAGRANCE AND PERSONAL CARE

Dior Beauty takes consumers backstage in beauty pop-up

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The Dior Backstage Collection includes professional-style products. Image credit: Dior

By STAFF REPORTS

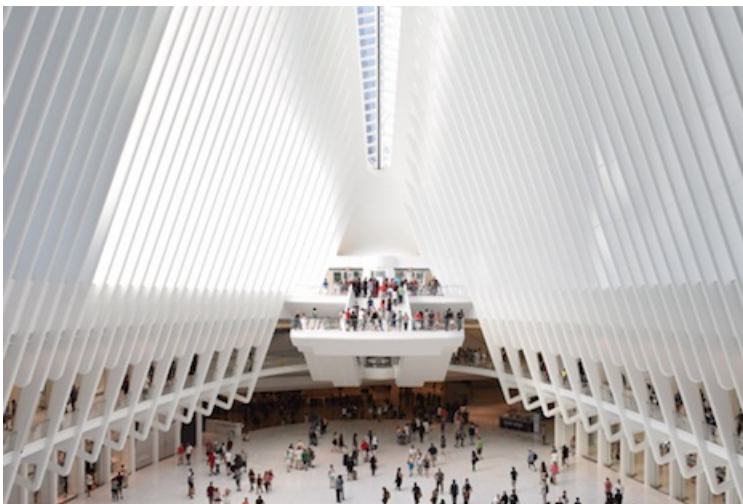
French fashion house Christian Dior's beauty line is staging its first pop-up in the United States to offer consumers an immersive look at its Backstage Collection.

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From Sept. 13 to 15 at the Oculus in Westfield World Trade Center, Dior will be celebrating its newly launched Backstage Collection, which takes inspiration from the brand's runway shows. While beauty labels have typically not had their own retail spaces, luxury brands are increasingly using pop-ups to create cosmetic-centered bricks-and-mortar experiences.

Popping up

Dior's pop-up focuses on the Dior Backstage Collection. This takes its cues from makeup creative and image director Peter Phillips' beauty looks for Dior's runway shows.



The Oculus at Westfield World Trade Center. Image credit: Westfield

Among the products are foundation in 40 shades, palettes for highlighting and contouring, lipcolor and tools.

Consumers can book a complimentary consultation to have makeup applied and get tips from a professional. Prior to its opening, Dior's appointment slots filled up.

Along with the shopping experience, the pop-up is hosting a series of events with personalities. On Sept. 13 from 7 to 9 p.m., makeup artist and Dior Makeup ambassador Daniel Martin and blogger Marianna Hewitt will be hosting a shopping event.

Influencer Desi Perkins will be at the pop-up for an event on Sept. 14 from 7 to 9 p.m., while The Fashion Guitar blogger Charlotte Groenveld will be appearing from 2 to 4 p.m. on Sept. 15.

Dior Backstage Collection

Beauty brands are increasingly striking out into their own bricks-and-mortar locations, taking the in-store experience beyond the department store counter.

For instance, last year Giorgio Armani Beauty brought its pop-up Armani Box concept to the United States for the first time.

The traveling experience immerses visitors in the Armani Beauty universe, giving them the opportunity to have their makeup done by a brand representative or snap a picture in a photo booth. ([see story](#)).

France's Chanel similarly encouraged consumers to embrace colorful cosmetics in a pop-up event. Open from March 1 through 4, the Los Angeles Chanel Beauty House opened its doors to the public, allowing guests to try out its latest lip products ([see story](#)).