

FRAGRANCE AND PERSONAL CARE

British Vogue opens its doors to beauty fans

October 18, 2018



Vogue Beauty focuses on creating quality looks. Image credit: Vogue

By STAFF REPORTS

Cond Nast's *British Vogue* is leaning into the popular and cult following that beauty can garner with a special immersive program, opening its Vogue House.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Five Days of Vogue Beauty is a series of special programming designed to engaged beauty fans in the United Kingdom. The November program will open the Vogue House doors, allowing consumers access to its boardrooms for beauty talks and panels.

Inside Vogue Beauty

Attendees will get an inside look at the *Vogue* Beauty team with expert panels, masterclasses, demos and samples.

Beginning on Nov. 11 and running until Nov. 15, the event will include 150 pounds of beauty goods to take home as well as a year subscription to *British Vogue* online.

Glossier will host the first day, in which its team will show guests how to incorporate beauty into their real lives.

Dyson will speak on Nov. 12 on how to healthily style one's hair, and the following day Charlotte Tilbury Beauty will offer tutorials on how to create the perfect party look.

On the Wednesday, Krastase will detail solutions for all hair types with one of its stylists.

Ending the series, Rodial founder Maria Hatzistefanis will discuss how to build a beauty brand in today's digital age.

[View this post on Instagram](#)

Calling all #BritishVogueBeauty fans. For the very first time, Vogue House will be opening its doors for "Five Days of Vogue Beauty" from 11 15 November. A series of experiential and immersive events with the Vogue Beauty team and experts from our partner brands @CTilburyMakeup @DysonHair @Glossier @Kerastase_Official @RodialBeauty. . For more information and to buy tickets, click the link in bio. We look forward to welcoming you to Vogue HQ. #5DaysofVogue #VoguePartner

A post shared by British Vogue (@britishvogue) on Oct 17, 2018 at 10:47am PDT

Instagram post from British Vogue

Beauty fans can purchase tickets through Eventbrite, which range in price from 49 pounds to 85 pounds, or \$63.79 and \$110.66 respectively at current exchange.

This is not the first time the magazine has tapped the expertise of makeup artists and beauty insiders. *British Vogue's* editor in chief Edward Enninful added more well-known faces to the publication's masthead ahead of his August start date last year.

Among the newly appointed contributors were makeup artists Pat McGrath, Charlotte Tilbury and Val Garland as well as hairstylists Guido Palau and Sam McKnight. The editor has made a number of staffing additions to the title ranging from celebrity models to publishing veterans to better its beauty offerings ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.