

FRAGRANCE AND PERSONAL CARE

Chanel celebrates the holidays with a red tint

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Chanel opens a pop-up for the holidays. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is taking its iconic red to a temporary in-store experience.

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For a holiday pop-up, Chanel is bringing Le Rouge to a physical presence that focuses on its iconic hue. In an intimate but three-story showcase in New York, Chanel features a variety of customized experiences for the holidays only.

Le Rouge pop-up

Open until Dec. 23, Chanel's Le Rouge Holiday Pop-Up is located on 57th street with a fitting address of number 5.

In celebration of its iconic N 5 fragrance, the pop-up will be selling a special version of the bottle made by Baccarat in red for the price of \$30,000.

In addition to specialized limited-edition products, Chanel is providing a variety of special experiences including a Lip Bar on the first floor where visitors can try on lipstick and makeup from its conveyor belt of products.

Guests can book consultations with expert makeup artists Kate Lee and Fulvia Farolf.

Lip readers, numerologists and calligraphers will make appearances within Chanel's Perfume Bar, inspired by a Parisian caf.



Chanel's special edition bottle for its flagship fragrance. Image credit: Chanel

On the top floor visitors can peruse the holiday shop to purchase a variety of Chanel beauty products and fragrances.

Chanel also similarly encouraged consumers to embrace colorful cosmetics in a recent 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. Increasingly, beauty brands are providing consumers with interactive experiences, taking discovery beyond the traditional counter consultation ([see story](#)).

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