

FRAGRANCE AND PERSONAL CARE

Chanel opens new interpretation of the beauty store

January 25, 2019



Chanel's Beauty workshop in SoHo. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is investing further in experiential beauty endeavors with a new boutique.

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In the SoHo neighborhood of New York, Chanel has opened its doors to a beauty atelier, which acts as a beauty workshop. Guests can come and explore with Chanel products including makeup, skincare and fragrance, in the space that sticks strictly to the beauty sector.

Beauty on the street

As the beauty industry grows, and along with it personalization and experiences, Chanel is individualizing the in-store experience and allowing anyone to come and play around with its products.

The atelier is encouraging beauty fans to create a profile for the workshop that lives in digital and allows users to explore products through zones based on how she would use the items at home. Users can save products they like and keep track of what they do not through the online profile.

Chanel's platform also allows users to book services at the beauty workshop as well as special events. Shoppers can also checkout through the app at the SoHo location to take their products home right away or have them shipped.

A collection of beauty artists will be on-site, which Chanel is calling its Artists-in-Residence.

[View this post on Instagram](#)

BLOOMING RED. "Red means love, danger and passion, but also disruption it's so strong." @LuciaPicaOfficial. Ballet dancer @nozo0806 blooms with red from her lids to her lips for a goddess-like effect. The makeup look created for @chanel.beauty pairs the bold hue with silver for an even more energizing effect. Bring colour to sober winter days. GET THE LOOK: VITALUMIRE AQUA LA PALETTE ESSENTIELLE Beige Clair LES 9 OMBRES DITION N 2: Quintessence LE VOLUME REVOLUTION DE CHANEL N 10 Noir STYLO YEUX WATERPROOF N 928 Eros ROUGE COCO LIP BLUSH N 418 Rouge Captivant BAUME ESSENTIEL Transparent ----- #SpringSummerCollection #CreateYourself #ChanelBeauty #ChanelMakeup

A post shared by CHANEL BEAUTY (@chanel.beauty) on Jan 21, 2019 at 11:08am PST

Chanel Beauty's Instagram

Chanel's current schedule of events includes daily makeup happy hours, which include 20 minutes of Champagne and a makeup session for \$30.

The new location is located at 120.5 Wooster Street and opened on Jan. 25.

Chanel also recently encouraged consumers to embrace colorful cosmetics in a pop-up event last year.

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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