

FRAGRANCE AND PERSONAL CARE

Aerin debuts on the West Coast with pop-up

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Aerin appears on the West Coast. Image credit: Aerin

By STAFF REPORTS

Esté Lauder's Aerin brand is moving into the West Coast with a bricks-and-mortar concept to tout its latest fragrance.

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A pop-up in Los Angeles opened on March 29, named Aerin Melrose, for a limited time. The store showcases the full line of beauty products from the brand, as well as lifestyle pieces personally selected by Aerin's namesake founder.

Aerin in person

The lifestyle pieces selected for the temporary boutique are each selected to complement the brand's fragrances.

Products will include fragrance, beauty, home decor, entertaining, fashion, accessories and travel goods, specific to West Coast tastes and trends.

The new Aerin Aegea Blossom scent will be showcased in a special cocktail event at the store.

Aerin Melrose joins four other bricks-and-mortar locations for the brand, including East Hampton, Southampton, Palm Beach and New York. The store will be open Monday through Saturday from 10 a.m. to 6 p.m. and noon to 5 p.m. on Sundays.

"I have been visiting Los Angeles for as long as I can remember. Opening a store in a city that brings great memories to mind and has such unique energy is a dream come true," said Aerin Lauder, founder and creative director of Aerin, in a statement. "I am excited to have the West Coast discover the Aerin Beauty lifestyle and to offer our LA following the opportunity to experience the world of Aerin."



Aerin's shop on Melrose is Instagramable. Image credit: Aerin

The beauty heiress, who is the granddaughter of Este Lauder, also recently expanded her eponymous brand's lifestyle approach through a limited-edition childrenswear collaboration with label Janie and Jack.

The Aerin x Janie and Jack resort collection includes more than 60 pieces for newborns up to a children's size 12. Moving beyond her family's beauty roots, Aerin is a brand that comprises categories including home furnishings and accessories, but this marked the label's first foray into pint-sized fashion ([see story](#)).

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