

ARTS AND ENTERTAINMENT

Luxury brands head to Palm Springs for Coachella

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YSL Beauty Lipstation. Image credit: YSL Beauty

By STAFF REPORTS

Ahead of Coachella's opening weekend, luxury brands are rolling out brand experiences in Palm Springs.

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From pop-up shops to content, luxury labels including YSL Beauty and BMW are looking to get on festival attendees' radars. According to Launchmetrics, Coachella generated a total \$116 million in media impact value its first weekend last year, opening the door for brand social media moments.

Coachella campaigns

France's YSL Beauty is looking to spur cosmetic pit stops around Coachella with a gas station-inspired pop-up shop.

Up from April 12 to 14, the YSL Beauty Lipstation and Pop-Up Shop will let visitors check out the brand's latest releases.

YSL's pop-up is located in Cathedral City, CA, nearby to Route 111. Visually resembling a gas station, the pop-up will include makeup services.

Visitors will also be able to create their own customized YSL Beauty lipstick.

BMW teamed with Khalid on a special version of its i8 Roadster for "the road to Coachella." The performer's car includes depictions of flames and a wolf.

[View this post on Instagram](#)

Inspired by Free Spirit. The BMW i8 Roadster wrapping by @thegr8khalid is ready to hit the #RoadToCoachella. @coachella #coachella #coachellaoutfit __ BMW i8 Roadster: Energy consumption in kWh/100 km (combined): 14.5. Fuel consumption in l/100 km (combined): 2.0. CO2 emissions in g/km (combined): 46. The values of fuel consumptions, CO2 emissions and energy consumptions shown were determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown considers optional equipment and the different size of wheels and tires available on the selected model. The values of the vehicles are already based on the new WLTP regulation and are translated back into NEDC-equivalent values in order to ensure the comparison between the vehicles. [With respect to these vehicles, for vehicle related taxes or other duties based (at least inter alia) on CO2-emissions the CO2 values may differ to the values stated here.] The CO2 efficiency specifications are determined according to Directive 1999/94/EC and the European Regulation in its current version applicable. The values shown are based on the fuel consumption, CO2 values and energy consumptions according to the NEDC cycle for the classification. For further information about the official fuel consumption and the specific CO2 emission of new passenger cars can be taken out of the handbook of fuel consumption, the CO2 emission and power consumption of new passenger cars", which is available at all selling points and at <https://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>.

A post shared by BMW i. Born Electric. (@bmwi) on Apr 3, 2019 at 1:07pm PDT

Instagram post from BMW i

Cognac label Rmy Martin teamed with Global Intuition to launch the apparel brand's Coachella Collection at a West Hollywood event on April 6.

Marriott's newly rebranded Bonvoy loyalty program also sought to make the experience at Indio more luxurious. Consumers who are enrolled could book glamping experiences in a W yurt or an Aloft safari tent. VIP passes to the Marriott Bonvoy Bungalow give attendees a respite from the desert heat with WiFi, butler service, a glam squad, food and drink.

In past years, brands have involved themselves in Coachella in a number of ways.

Swiss watchmaker Tag Heuer reached out to a younger generation through a partnership with the Coachella Valley Music & Arts Festival.

Tag Heuer was the official watch of the event in 2015, sponsoring the two-weekend affair in Indio, CA. Music festivals are becoming a sought after venue for luxury brands looking to reach the millennial consumer who will be their customers of tomorrow ([see story](#)).

Balmain also dressed headliner Beyonc for her Coachella performance last year ([see story](#)), which is now coming to television via the Netflix documentary "Homecoming."

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