

FRAGRANCE AND PERSONAL CARE

## Dior thinks pink for DFS pop-up

April 26, 2019



*Dior's Pink City pop-up in Macau. Image courtesy of Parfums Christian Dior*

By STAFF REPORTS

French fashion house Christian Dior is immersing shoppers in a pink cityscape in an upcoming pop-up at T Galleria by DFS in Galaxy Macau.

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

The temporary Pink City outpost is designed as a branded microcosm, complete with a library, music hall, café and flower shop. This first of its kind pop-up is intended to provide a form of retailtainment to shoppers through interactivity.

"I'm personally impressed by the impact that this project is going to have for all the actors involved: the consumer who will be projected in a truly engaging Dior discovery and experience, the pop-up having a state-of-the-art structure to claim a worldwide uniqueness, DFS and Dior partnering to show, one more time, how powerful the synergy could be between a leading brand and a leading retailer in the creation of excitement for the international travelers," said Leonardo Ferracina, travel retail director Hong Kong, Macau, Korea, sea for Parfums Christian Dior, in a statement.

### Mini metropolis

Dior's Pink City pop-up is reimagining city destinations within a pop-up that resembles a rosy hued city skyline. The installation, presented in partnership with DFS and Galaxy Macau, is organized as if it is multiple intersecting city streets.

A flower shop delves into perfume, for a more immersive look at scents such as Miss Dior. Along with the bottled bouquets, the section will feature fresh flowers.

Consumers will also be welcomed into a cozy pink library, decorated with an array of pink volumes and a sofa resembling lipstick tubes. Here, they can bring to life house founder Mr. Dior's idea that all women should have something pink, by choosing shades of cosmetics in the color.



*Dior's Pink City pop-up. Image courtesy of Parfums Christian Dior*

One focus of the library is the Dior Addict Stellar Shine Lipstick, which is available in an exclusive Galaxy shade for the pop-up.

Moving on to entertainment, a music hall features an orchestra of makeup, as Aerosmith's "Pink" plays. Providing an interactive opportunity, visitors can take part in karaoke or a photo session.

Consumers can also venture to a café for a treat or a cup of rose tea.



*Dior's Pink City pop-up. Image courtesy of Parfums Christian Dior*

The pop-up will include services such as engraving and makeup tips from professionals.

Through the duration of the pop-up, Dior will be bringing in artists and makeup experts for events, such as flower artists and street artists.

Opening April 28, the pop-up will remain at Galaxy Macau's Promenade Shops through June 30.

This pop-up continues the theme of a recent campaign from Christian Dior's beauty line, which leans into its femininity with an "It" girl focus.

With a subtle hint to the 1990s, Dior Addict Stellar Shine brings a new reputation to the color pink. The brand's line of moisturizing lipsticks is shown off in a fun film starring Cara Delevingne, which is set to the tune of 1997's "Pink" by Aerosmith ([see story](#)).