

FRAGRANCE AND PERSONAL CARE

Dior thinks pink for DFS pop-up

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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.

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The temporary Pink City outpost is designed as a branded microcosm, complete with a library, music hall, caf 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 caf 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](#)).