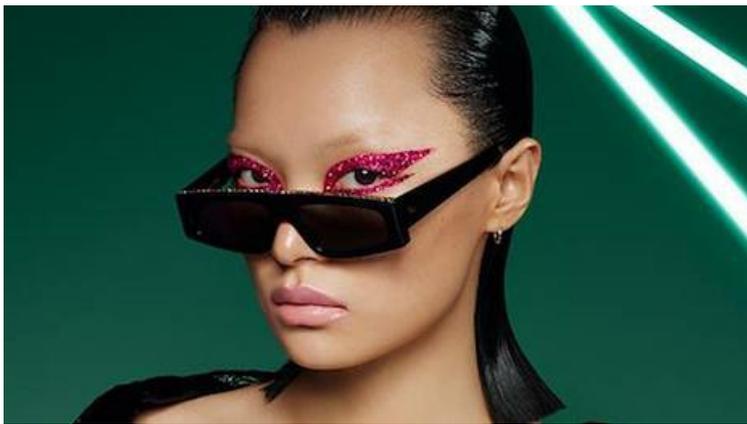


FRAGRANCE AND PERSONAL CARE

Pat McGrath follows record-breaking Selfridges takeover with permanent counters

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Pat McGrath Labs is building a permanent presence at Selfridges. Image credit: Selfridges

By STAFF REPORTS

Beauty brand Pat McGrath Labs is setting up a permanent presence at Selfridges following a successful pop-up shop takeover.

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Pat McGrath Labs hosted a three-month takeover of Selfridges' Corner Shop concept beginning in April, which marked the first time that any store in Europe had carried the entire array of the brand's products. During the appearance, the label drove Selfridges' strongest day and week of sales in its beauty department.

"Pat McGrath Labs was our biggest and most successful launch ever," said Sebastian Manes, buying and merchandise director at Selfridges, in a statement. "Beauty is a very big category at Selfridges and Selfridges.com, which has been growing double digits in the last three years, but the Pat McGrath Labs brand has been nothing short of record-breaking.

"The Corner Shop was so ambitious as we pushed the envelope in terms of retail collaboration and what that means today," he said. "We are unbelievably proud to have worked with Pat and her team on this launch project, and to continue to work closely together."

Landing at Selfridges

Makeup artist Pat McGrath founded her eponymous beauty line in 2016. Since its launch, the brand has created a number of cult products that have sold out in a matter of minutes.

Pat McGrath Labs has seen success with its runway-inspired products, drawing on the makeup artist's experience working on shows for brands including Prada and Louis Vuitton.

Last year, Pat McGrath Labs received a \$60 million investment from Eurazeo Brands, which it planned to use to expand its distribution. Currently, the label retails on its direct-operated ecommerce site and through Sephora ([see story](#)).

For Selfridges, Pat McGrath Labs hosted "The Mothership," a pop-up experience that spanned the retailer's Corner Shop boutique and all 24 of its windows. This marked the first time that a single brand had taken over all of Selfridges' panes.



Pat McGrath Labs' Selfridges takeover. Image credit: Selfridges

During the pop-up, Pat McGrath Labs became the Selfridges' number one selling beauty brand on its Web site among U.K. clientele. The label also was the top for eye and lip products, both online and in store.

Following up the pop-up, Pat McGrath Labs will be opening a counter in Selfridges' Oxford Street flagship store on June 24. A counter will also debut in the retailer's Manchester location this summer.

"It has been an honor for me to collaborate with Selfridges," said Pat McGrath. "With The Mothership pop-up, and now the permanent counter expansion, we have the opportunity to reach so many more like-minded beauty lovers in new markets, with new experiences and many new major moments to come."

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