

RETAIL

Harrods hosts makeup artist for master classes

July 16, 2019



Charlotte Tilbury hosts takeover classes at Harrods. Image credit: Harrods

By STAFF REPORTS

British department store Harrods is the latest retailer to emphasize beauty with a series of master classes.

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Makeup artist Charlotte Tilbury and her team will take up shop at Harrods' store in The Beauty Hall. The Tilbury Takeover lasts until Friday, July 19 and includes a variety of in-store events.

Beauty classes

Interested attendees pay 20 pounds, or \$25 at current exchange, to participate. The 20 pounds is then put towards the purchase of Charlotte Tilbury products.

Master classes will be held on subjects such as how to achieve a variety of makeup looks including the bronzed-focused Golden Goddess, the glamorous Bella Sofia, fresh faced Ingenu, the Bombshell, the autumn-themed Vintage Vamp and romantic nude-pink Pillow Talk Love Story.

Creative executive of the Charlotte Tilbury brand Sofia Schwarzkopf-Tilbury, also the founder's niece, is set to host the final session on July 19 at 7 p.m. In this class, she plans to discuss red carpet skincare secrets in addition to magic makeup tricks featuring easy-to-use tips, tricks and techniques.

There will also focus on the story behind the brand's most recent launch Hot Lips 2.

[View this post on Instagram](#)

It's a Tilbury Takeover! Join Charlotte's niece @sofiaschwarzkopftilbury live on stage on Friday 19 July for the ultimate masterclass revealing the secrets behind some of Charlotte Tilbury's iconic make-up looks. Plus, the Pro Team will be in residence all week, sharing tips and tricks for make-up looks you'll love. Head to Stories to find out more. #Harrods #HarrodsBeauty

A post shared by Harrods Beauty (@harrodsbeauty) on Jul 9, 2019 at 10:35am PDT

Instagram post from Harrods Beauty

Harrods, similarly to many other department stores, is putting a greater focus on experiential retail. The store recently took a journey through time with an in-depth experiential dive into luxury watches.

As bricks-and-mortar stores are leveraging their physical presence to create interactive initiatives, Harrods used its luxury timepiece knowledge to hold a series of talks on the subject. Discussions and events were held in the Fine Watches rooms in Harrods' ground floor ([see story](#)).

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