

MEDIA/PUBLISHING

## New Tatler Beauty Hall is helping hand for UK society magazine, beauty brand sponsors

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*Tatler Beauty Hall, a virtual event featuring beauty and cosmetics brands, being promoted on Tatler.com. Image credit: Tatler*

By LUXURY DAILY NEWS SERVICE

Tatler, the chronicler of a bon vivant lifestyle in the United Kingdom, will May 22 introduce the Tatler Beauty Hall, a virtual shopping event as the magazine is restricted from in-person activities over the COVID-19 lockdown.

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The Cond Nast Britain-owned title claims it will feature the best of British and international beauty, cosmetic and lifestyle brands.

"Want to try a new red lipstick? Need a refill of your favorite perfume? Or simply thinking of upgrading your bathtime ritual to get a spa-like experience at home? Then we have got just the thing for you: Tatler Beauty Hall," copy on Tatler.com said.

Tatler's monthly magazine typically features articles on celebrities, royals, aristocrats, parties, style, beauty and lifestyle.

# TATLER

## —|BEAUTY HALL|—

ONLINE BEAUTY SHOPPING EVENT



*The Tatler Beauty Hall online event runs May 22-25 to coincide with the United Kingdom's spring bank holiday weekend. Image credit: Tatler*

Pretty, please

The online shopping event will feature discounts from brands including By Terry, Lumity, Skimono, Dr Haus, John Bell & Croyden, Dr Rita Rakus, Dr Prager, 23MD and Dr Levy.

The **Tatler Beauty Hall** event is being promoted all over Tatler.com through banner ads.

Running through May 25, the **Tatler Beauty Hall** is a visible attempt from magazine publishers such as Tatler whose business models are threatened by pulled advertising and event revenue over government-imposed COVID-19 measures.

"What's more, as well as stocking up on your beauty essentials, you will also be helping some of your favorite brands during this tricky time, as most bricks and mortar stores remain closed to business," Tatler said on the site.

"Guilt-free shopping? Yes please."