

RETAIL

South Coast Plaza offers private shopping appointments in The Pavillion

August 10, 2020



The Pavilion at South Coast Plaza. Photo by Ryan Miller/Capture Imaging courtesy of South Coast Plaza

By DIANNA DILWORTH

South Coast Plaza, one of the biggest shopping centers in Western United States, has created a new customer experience for guests to feel safe returning to shop in person even as the COVID-19 pandemic continues to grow in California.

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

The Pavilion at South Coast Plaza is a collection of 14 newly built open-air spaces in the shopping mall's North parking structure designed for consumers to shop via private appointments.

"We wanted to give our guests a way to shop in person safely from our boutiques that had to temporarily close to comply with [California] Governor Newsom's order," said Debra Gunn Downing, executive director for marketing for South Coast Plaza, Costa Mesa, CA.

"We already offer curbside pickup with more than 100 participating boutiques," she said. "At the same time, we wanted to provide our boutiques with an avenue to connect with customers who prefer to see the merchandise in-person and try it on first before buying it on the spot."



The Pavilion at South Coast Plaza offers private appointments. Photo by Ryan Miller/Capture Imaging courtesy of South Coast Plaza

The Pavillion

Even as stores across the country have been opening this summer, many consumers are wary to return to physical store locations for fear that they could become sick.

Still, even as many consumers have switched to ecommerce and digital shopping, physical locations can make certain aspects of shopping easier. Despite advances in technology, the ability to touch and feel products and see how they move in person is beneficial. Southcoast Plaza wants to make this available to consumers without the concerns of entering a busy store.

Enter The Pavillion, a private in-person shopping experience with modern furnishings, fitting rooms, Wi-Fi and floral arrangements that offers white glove service in the time of Covid-19.

The experience is complementary to shoppers and is accessible only by private appointment at participating boutiques.

The center has policies in place to prevent the spread of the coronavirus and make people feel safe about shopping outside of their homes. As in the rest of the mall, masks are required by anyone entering The Pavilion. Sanitizing stations are strategically located and social distancing measures are implemented. Additionally in between each appointment, the furniture and space is disinfected.

The mall has created a comprehensive marketing campaign to promote the new offering which includes digital advertising, social media, email and in-mall signage.

"There's nothing like this in the U.S. Together with our boutiques, we're providing a new and unparalleled experience with highly personalized service in a one-of-a-kind elegant space while also being mindful of public health issues," Ms. Gunn Downing said. "Guests who want to visit in person can do so or shop via our curbside pickup program."



The Pavilion at South Coast Plaza offers personalized shopping experiences. Photo by Ryan Miller/Capture Imaging courtesy of South Coast Plaza

Extended services

South Coast Plaza is also offering consumers that do not want to get out of their cars, a curbside pickup program. The SCP 2 Go program has more than 120 participating boutiques and restaurants.

South Coast Plaza has temporarily closed indoor access to boutiques and restaurants in accordance with Governor Newsom's July 13 order for indoor retail centers. However, nine boutiques with their own outside entrances and all six department stores are open for in-person shopping and most of the mall's restaurants offer outdoor dining.

By offering The Pavillion, the mall has an opportunity to lure customers to its location and potentially check out various stores and even order curbside pick up or dine outdoors in its restaurants.

"Based on the overwhelmingly positive response to this by customers of our boutiques, we've clearly hit a nerve," Ms. Gunn Downing said.

"These are customers who can shop online but the fact that they prefer to shop at The Pavilion tells us that there is a demand for this, whether it's to view and buy fine jewelry and timepieces or try on the pre-fall ready-to-wear collections," she said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.