

MEDIA/PUBLISHING

Allure debuts curated beauty shop in bricks-and-mortar push

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The Allure Store opened on July 1. Image courtesy of Cond Nast

By LUXURY DAILY NEWS SERVICE

Cond Nast-owned beauty publication *Allure* is offering a 360-degree shopping experience with a new store in New York.

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Located on Lafayette Street in the city's SoHo neighborhood, the **Allure Store** sells an editorial-led selection of beauty products integrating the publication's positioning as a beauty authority. The curated offerings include more than 280 makeup, haircare and skincare items from than 150 brands.

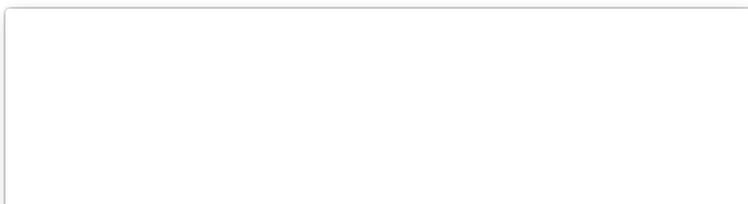
"We are so excited to open the doors to the Allure Store and welcome people who are already part of our audience and those who may be meeting *Allure* for the first time," said Michelle Lee, editor in chief at *Allure*, in a statement. "This space provides an extraordinary opportunity to highlight Allure's favorite brands, and gives shoppers the chance to experience our editors' picks, including the Best of Beauty Award winners, all in one place."

Allure Store

Allure is celebrating its 30th anniversary this year and is experiencing a new wave of momentum. According to Cond Nast, the brand's site has seen a 5 percent increase in traffic year-over-year and a 13 percent y-o-y increase in time spent browsing.

The publication's content themes, particularly the "Best of Beauty" Awards, are a focal point of the Allure Store. Operated in partnership between Cond Nast and the STUR Group, the storefront is open daily from 11 a.m. to 7 p.m.

For an integrated shopping experience, the Allure Store also incorporates technology including augmented reality capabilities for virtual product try-ons, QR codes directing shoppers to multimedia content and smart mirrors.



[View this post on Instagram](#)

A post shared by Allure Store (@theallurestore)

The Allure Store includes technology such as smart mirrors

Select brands and *Allure's* editorial staff will also host in-store events, tutorials and masterclasses to further connect with readers and consumers.

"As consumers begin to return to in-store shopping, innovation is critical for brands to cut through the noise," said Markus Grindel, managing director of global brand licensing at **Cond Nast**, in a statement. "Allure Store is reimagining retail with an entirely new approach to beauty, combining its trusted editorial voice and unparalleled expertise to create a first of its kind, 360-degree immersive shopping experience.

"The store illustrates how much we can flex our powerful brands by extending Allure's iconic IP into a physical retail space," he said.

According to TBWA's "Future of Retail" report, brands and retailers will continue experimenting with different models of bricks-and-mortar just as Cond Nast is doing with the Allure Store.

Stores themselves will also look differently, as retailers expand or create new in-store experiences to engage with consumers merging shopping with entertainment or Instagram-friendly views. Retail associates will take on more responsibility by having their industry and local expertise elevated by brands and shoppers alike ([see story](#)).

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