

FRAGRANCE AND PERSONAL CARE

Valentino Beauty arrives at Nordstrom with exclusive offerings

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The Valentino Beauty pop-up is open at Nordstrom's New York flagship through Aug. 29. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italy's Valentino Beauty is hosting its first pop-up shop with U.S. department store chain Nordstrom at its New York flagship.

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Available in New York exclusively at **Nordstrom**, Valentino Beauty is taking over Center Stage to mark the opening of its new cosmetics counter. In-store and virtual events further engage shoppers.

Valentino Beauty x Nordstrom Center Stage

The two brands celebrated the grand opening of the pop-up on Aug. 9.

The shop, available through Aug. 29, features whimsical, oversized replicas of Valentino's refillable compact finishing powder and refillable lipstick as well as Valentino Rosso counters, makeup displays and more.

In a nod to Valentino's Italian heritage, pop-up shoppers received complimentary gelato from Aug. 10 through Aug. 12. In turn, visitors from Aug. 27 through Aug. 29 can enjoy complimentary espresso drinks.

Valentino Beauty's global makeup artist, Raoul Alexandre, will host a virtual NLive and an in-store master class on Aug. 18. Participants will learn more about the brand's new inclusive makeup collection.

The line includes a Nordstrom exclusive, the Go-Clutch Refillable Compact Finishing Powder.



The Nordstrom-exclusive refillable clutch compact is a nod to sustainability. Image credit: Nordstrom

Priced at \$205 and available through Nov. 1, the refillable finishing powder doubles as a miniature crossbody clutch. The packaging also includes a mirror and soft brush for easy application as well as space for a Rosso Valentino mini lipstick, sold separately for \$30.

Finishing powder refills are sold separately for \$50. Valentino has also introduced refillable lipstick, available for \$55, with refill tubes priced at \$30.

Valentino has been growing its presence in New York this summer.

In June, the fashion label hosted an NFT installation in the city's SoHo neighborhood ([see story](#)). Valentino also opened two new spaces at department store Bergdorf Goodman devoted to ready-to-wear and the Valentino Garavani handbag collection ([see story](#)).

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