

FRAGRANCE AND PERSONAL CARE

Chanel brings 'Chance' fragrance pop-up to Brooklyn

August 29, 2023



The themed activation will allow guests to peruse products from one of the maison's most popular fragrance lines from Sept. 8-10. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house **Chanel** is opening a limited-time conceptual beauty space in Brooklyn.

Set to go live next weekend, the "Lucky Chance Diner" pop-up at 225 Wythe Avenue will allow guests to peruse products from one of the maison's most popular fragrance lines. The free experience celebrates Chanel's newly launched Chance Eau Fraiche scent.

Themed treats

While fragrances comprise the event's primary offering, refreshments and snacks tailored to the faux restaurant's green-and-pink aesthetic can be found in an outdoor garden.

Various games and a point of sale for Chanel's Chance perfume line will also reportedly be present. While inside, guests are invited to sit at either a booth or countertop seat while exploring the collection ([see story](#)).



Chance collection bottles line the walls while additional branded elements allow for Instagramable moments. Image credit: Chanel

Visitors are said to come face-to-face with a back room that, in a nod to the product line at hand, poses opportunities to win gifts from a vending machine toward the end of their journeys.

Open for a limited time from Sept. 8 to 10, the activation is modeled after a traditional diner in all but its hours, available from 11 a.m. to 7 p.m. during the weekend run.

Walk-ins are allowed but those airing on the side of safety can make reservations via the brand's [site](#).

© 2023 Reliance Relocation Services, Inc. All rights reserved.

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