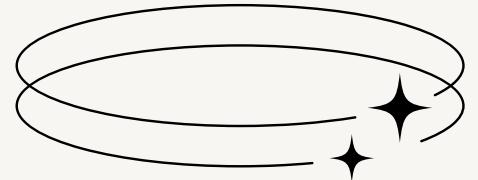


THE RISE OF EXPERIENTIAL POP-UPS

IN BEAUTY



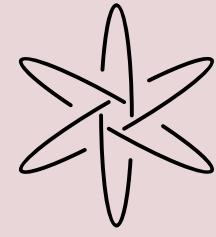
FROM TEMPORARY RETAIL SPACES TO
IMMERSIVE BRAND EXPERIENCES



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1

RHODE'S PHOTO BOOTH



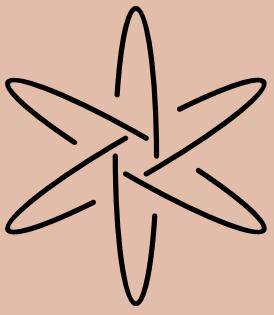
- **GLOBAL HYPE:** TOURED IBIZA, LONDON, MIAMI, LA, AND TORONTO, ATTRACTING HUGE CROWDS.
- **INTERACTIVE EXPERIENCE:** GUESTS RECEIVED A FREE £18 LIP TINT AND A PHOTO BY DROPPING A BRANDED COIN.
- **SOCIAL MEDIA FRENZY:** EIGHT-HOUR QUEUES AND MASSIVE UGC MADE IT A VIRAL SENSATION.



TURNING PRODUCT SAMPLING INTO A SOUGHT-AFTER EXPERIENCE

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2



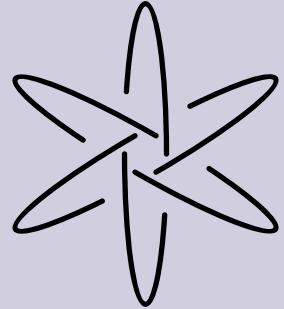
DRUNK ELEPHANT'S HOUSE OF GOLDI

- **IMMERSIVE BRANDING:** TRANSFORMED A TOWNHOUSE INTO AN INTERACTIVE BRAND SPACE, ENHANCING ENGAGEMENT.
- **COMMUNITY-DRIVEN:** HOSTED WORKSHOPS AND INFLUENCER EVENTS TO DEEPEN CONSUMER CONNECTION.
- **HANDS-ON DISCOVERY:** LET VISITORS PERSONALISE SKINCARE "SMOOTHIES" DRIVING PRODUCT TRIAL.



EFFECTIVELY MARKED ITS ENTRY INTO THE UK MARKET

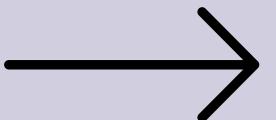




3

KYLIE COSMETICS'S COSMIC FRAGRANCE POP-UP

- **UNIQUE POP-UP THEME:** THE PINK-THEMED SPACE BROUGHT KYLIE'S COSMIC PERFUME TO LIFE WITH TAROT READINGS AND PERSONALISED BOTTLE ENGRAVINGS.
- **LIMITED-TIME EVENT:** SPARKED EXCITEMENT AND URGENCY, CREATING A SENSE OF EXCLUSIVITY.



BOOSTING VISIBILITY IN SOUTHEAST ASIA,
DRIVING REGIONAL ENGAGEMENT AND GROWTH.

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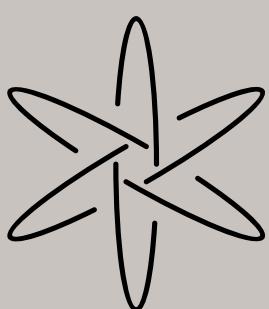
4

GLOSSIER'S REALMS OF YOU

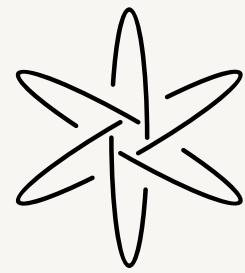
- **MULTI-SENSORY IMMERSION:** ROOMS DESIGNED TO STIMULATE MULTIPLE SENSES, INCLUDING ASMR-LIKE FILM EXPERIENCE.
- **MYSTERY AND DISCOVERY:** UNPREDICTABLE LAYOUT, ENCOURAGING ONLY 6 CUSTOMERS AT A TIME TO MOVE THROUGH RED-CURTAINED ROOMS.
- **EXCLUSIVE MERCH:** GLOSSIER MERCH DESIGNED AROUND THE FIVE SENSES



ENHANCING A SENSE OF INDIVIDUALITY AND SELF EXPRESSION; INSPIRED BY THEIR FRAGRANCE "GLOSSIER YOU"



Why this rise?

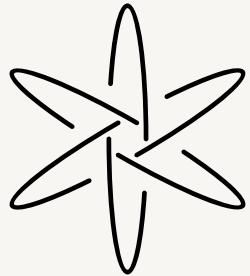


- ✓ Consumers want more than just products - they want **experiences**.
- ✓ Limited-time pop-ups create buzz & **exclusivity**, driving immediate foot traffic.
- ✓ A great way for **DNVB brands** to interact with their consumers IRL and create hype before new **launches**.
- ✓ Social media worthy activations turn pop ups to **viral content hubs**.
- ✓ The **Omni-Channel Reach** is enforced with many pop-ups driving the traffic back to e-commerce and social media.



WHAT'S THE BEST POP-UP EXPERIENCE YOU'VE VISITED?

DROP YOUR THOUGHTS BELOW!



DEVANSHI VATS