

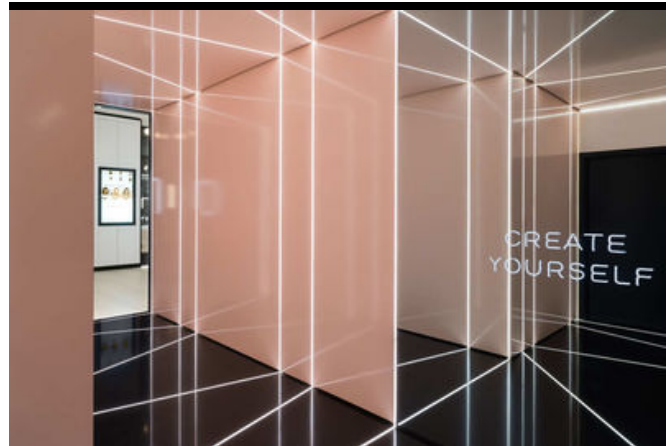
CHANEL'S NEWEST STORE IS A WORKSHOP FOR EXPERIENTIAL BEAUTY

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Chanel Atelier Beauté, New York



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New York – The luxury house has opened **Atelier Beauté Chanel**, a permanent space that encourages customers to play rather than shop.

Upon entering, customers are given their own Chanel-branded locker to store away their personal items, freeing them up for a highly tactile in-store experience. They are asked to create an online account in order to like, save and buy products they discover.

The store is divided into three categories, Cleanse, Care and Enhance. Visitors can find a make-up room, which offers mini samples for more hygienic testing, a no-spray perfume bar where scented porcelain testers are labelled with numbers rather than scent names, and a content creation room for Instagram opportunities. Those who wish to learn new skills can also get walk-in appointments with skincare and cosmetics professionals.

Although beauty brands like **Glossier** have created sensory playgrounds to **inspire product discovery in the retail space**, until now luxury brands have been slow to target Generation Z shoppers and embrace this shift.