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**HAPPINESS HAS A NEW ADDRESS**

**LANCÔME, 52 CHAMPS-ÉLYSÉES**

**WHERE LANCÔME’S HEART BEATS WITH BEAUTY**

**Paris, 4th December 2019** – Let us make you happy. Swing the grand glass doors open from the iconic avenue and enter into a joyous immersive experience that immediately says: Lancôme.

Lancôme, number 1 luxury beauty brand in the world[[1]](#footnote-1)., inaugurates its new flagship store on the prestigious Champs-Élysées in the heart of Paris. 52 Avenue des Champs-Elysées is an address imbued with historical prestige and is the new home of happiness for Lancôme, a new place for beauty and happiness where visitors can discover the brand’s world, experiment, enjoy and share.

**AN ODE TO JOY AND HAPPINESS**

Throughout the two floors and 300 square metres, visitors will be immersed in the values that Lancôme cherishes and that make up its DNA: happiness, generosity, femininity, empowerment, trust and togetherness.

From the entrance, Lancôme welcomes visitors into an immersive and experiential space: the *Joy Of Now*. With updates that will “pop up” five times a year, this ephemeral pop-up is a grandiose exhibition space with a triple height ceiling and ornamented with hanging rose petals, that recreates the essence of the Lancôme world. This striking decor marks the entrance into Lancôme's world of happiness with an immersive experience, both physical and digital, which immediately plunges visitors into the wonderful atmosphere of the flagship store.

*“We’re proud to see the Lancôme flagship come to life: this new home for Lancôme offers a unique and elevated customer experience. Lancôme expresses its grandeur, as the number 1 luxury beauty brand in the world, bringing happiness to life with a heart that beats with beauty. This new venue is a true home of beauty and happiness, where our guests are invited to experience and delve into what the brand has to offer in terms of beauty products, services, personalisation, gifting and technology. Most importantly of all we want them to leave feeling happy. We want this flagship to become a “must-see” and an iconic beauty address for Parisians and tourists of the world alike.”* – Françoise Lehmann, Global President Lancôme.

**A RETAIL LAB DEDICATED TO BEAUTY**

Explore, play, share... and much more. All of Lancôme’s products can be found within this new emblematic place, from perfume, make-up to skincare. Visitors can also discover unique collections and limited editions, souvenirs and accessories and other innovative services, across the multi-category spaces of the flagship store. It's a new ‘rendez-vous’ with beauty Made in France.

From the *Joy of Now* space that greets you first, the store opens up into a large space devoted to fragrance. An illuminated pink floral wall is the backdrop for the diverse catalogue of Lancôme Perfumes, displayed side by side for those who already know what they want, or want to make a quick purchase. Activate a digital story-telling video, making it even easier to find your perfume. Test every fragrance or just admire the vertical display and the impressive line-up of the iconic fragrances launched that Lancôme has launched over the years.

Meanwhile, with a floor to ceiling crystal chandelier hanging at its centre, a round table arrangement of fragrances entices customers to take their time discovering the newest launch, or revisiting their signature fragrances.

Visitors are then invited to discover and play with a large choice of foundations, powders, blushes, lipsticks, mascaras and much more, backed by a variety of tools and accessories. They have the possibility to experiment and test products in a spontaneous and creative way. In this space, a colorama catalogue wall organised by category also displays each product for immediate grab and go dispensing. A dedicated team of five beauty advisors, expert in make-up, accompany customers in their beauty choices. Masterclasses given by Lancôme’s expert make-up artists will also be organized in this space.

From make-up into skincare, and here Lancôme’s expertise is proudly on display, offering guests the chance to receive advice from skincare experts while sitting in comfortable armchairs at round tables, or to engage with advanced diagnostic tools to see their skin in ways they never have before. Here customers can discover the latest technological advances in Lancôme skincare, find out what suits their skin type the best, learn more about the benefits of their favorite skincare products and try on new ones. In this space, the value wall of trust highlights the textures, ingredients, technologies, patents, and reviews for Lancôme’s iconic skincare.

For the ultimate experience, on the 1st floor, take the golden stairs to a space dedicated to private consultations, with poly-sensorial treatment cabins designed to be unforgettable. Offering next-level beauty treatments, Lancôme brings state of the art skincare to life via our skilled beauticians.

Private sessions can be found here too, including those for the tailor-made foundation *Le Teint Particulier*, and a special space for Maison Lancôme - a unique gift in itself and the ultimate celebration of Fragrance.

**BEAUTY TECH FOR ALL**

The flagship is a real showcase of the brand in terms of beauty tech where all of its innovative tools and services are available in order to offer our visitors the most immersive and personalized experience. Digital and technological tools are integrated in the different spaces of the flagship spaces.

*Shade Finder* by Lancôme is a unique and revolutionary tool that can recommend the most accurate Lancôme foundation shade for your skin thanks to advanced technology combining artificial intelligence and consumer needs. This technology’s powerful algorithm is highly precise and can identify 20,000 potential skin tones. This is based on tens of thousands of tests that have been carried out on real skin tones.

Also available at the flagship, our patented bespoke foundation technology *Le Teint Particulier*, that creates tailor-made foundation, in perfect harmony with each woman's complexion. *Le Teint Particulier*, the ultimate personalization tool, can make up to 72,000 different formulas depending on the desired shade, level of coverage and hydration.

And *Youth Finder* is a skincare diagnostic tool connected to an iPad app that evaluates the face’s skin in order to obtain a personalized skincare routine based on the needs identified by the scanner.

On top of these innovations, all other technologies including the virtual mirror are available to meet your needs, desires and dreams.

**SUSTAINABLE BEAUTY FOR A POSITIVE IMPACT**

Come and discover the commitments that Lancôme is making for a happier and more sustainable World.

With a vision of committed luxury, the flagship has been designed and built according to high environmental standards and has been certified LEED Gold.

Engaged to always better meet consumers’ expectations in terms of sustainable beauty needs, Lancôme strives to constantly reinvent itself by offering more and more sustainable products that are either rechargeable, refillable, or have a positive social or environmental impact in terms of formula and packaging.

Many tangible achievements like rechargeable products and a zero waste bin provided by TerraCycle® in which customers are invited to deposit their finished product for recycling are available at the flagship.

Among the rechargeable products, you can find the *Absolue Soft Cream* and *Absolue L'Extrait Elixir* skincare creams. Each of them has dedicated capsules that clip into the jar which can be kept, in order to limit the environmental impact.

In 2019, Lancôme launched the new Idole fragrance that can be refilled thanks to a recharging fountain.

The societal commitments of the brand are also highlighted: Lancôme is committed to supporting a cause close to our hearts with *Write Her Future*, which aims at fighting illiteracy among young women around the world. Through films, stories and images, this philanthropic program which has been created with the NGO Care and deployed in 12 countries to date, is explained in the flagship.

**HAPPINESS IS A GIFT**

Before they leave, customers are invited to pick a present to make a loved one feel special; and making them feel extra special by getting it personalised in the giant gift room at the end of the ground floor.

Get your gifts engraved and wrapped, watch the UV printing machine in action as it personalises your product with a drawing or a text almost instantly; and experience the Rose robots which will pick a fragranced rose to customise your gift bags and boxes. A memorable experience; an unforgettable souvenir.

**You have made what Lancôme is today, now let us make you happy.**

1. Euromonitor International Limited: Beauty and personal care 2019 ed.   
   Retail value sales RSP at end price to the consumer, 2018 data. [↑](#footnote-ref-1)