

Clinique's pop-up store pods show shoppers the future



Clinique is opening its first UK standalone store next week that uses interactive pods and a 'digital experience' to engage shoppers.

The store will house a series of interactive pods that will show shoppers what their skin will look like in the future.

The 700 sq ft pop-up store, called the Great Skin Lab, will open in Covent Garden today. The brand says it will provide a digital experience that will walk shoppers through a day in the life of their skin, with an "interactive and experiential journey" through different pods.

The pods will take shoppers through a series of questions around their lifestyle, which will produce a visualisation of what their skin could look like in the future.

In addition, skincare consultants will be on hand to speak to consumers and hand out samples of moisturiser.

The store will also sell products from Clinique's skincare offer, and will highlight its latest launch, the Clinique System Purifying Cleansing Brush.

Janet Saunders, general manager for Clinique, Origins and Darphin in the UK and Ireland, said: "This is an extremely exciting time for Clinique, which sees us entering a new wave of digital innovation and customer experience. The great skin lab is Clinique UK's first ever concept store, and we look forward to welcoming customers to experience Clinique in a completely unique way."