

*A modern interpretation of Provence  
within the heart of the bustling city...*





*Designed with L'Occitane's treasured natural elements and the brand heritage in mind, the new L'Occitane Concept Store at 555 Fifth Avenue is an immersive destination unlike any other*

FIFTH AVENUE - NEW YORK

555

L'OCCITANE  
EN PROVENCE



## Why?

INCREASE BRAND AWARENESS  
COMMUNICATE  
STORY TELLING  
CREATE DESIRABILITY  
RECRUIT AND ENGAGE  
COMMITMENTS

## What?

VISUALIZATION STRATEGY  
NEWNESS / FRESHNESS  
TRUE STORIES  
INGREDIENTS / SAVOIR FAIRE  
COLLABS / LIFESTYLE  
SERVICES / ATELIERS

## How?

CREATIVITY / VISUAL IMPACT  
NEW CODES  
ACCESSIBILITY / INTERACTION  
BUZZ / HALO EFFECT  
RETAIL EVENTS  
UGC

*At the heart of 555 is an evolutive space that will continuously change to highlight seasonal campaigns inspired by the Provencal lifestyle, ingredient stories, environmental and philanthropic commitments, and significant product launches*

555 AVENUE - NEW YORK  
L'OCCITANE  
EN PROVENCE





From eye-catching art form installations to integrated lifestyle products and enhanced fulfilment services, the ambiance and atmosphere changes throughout the life of the store, to captivate the consumer's attention, encourage engagement, and produce user-generated content for social media





The original raw retail space was retained and transformed with a warm, contemporary, palette inspired by authentic Provencal codes and materials





Core products are displayed on minimalist structures between a series of distinctive customer touchpoints, including a 'rain-shower' sink, and an interactive VR experience set at the base of a Mediterranean Olive tree





An enhanced fulfilment services Comptoir is inspired by a grand hotel reception, alluding to the elevated service level on offer at 555, and behind the Comptoir a striking display of yellow pottery references the iconic L'Occitane yellow





#L'Occitane555 opened Summer 2018 with a burst of freshness, inspired by the new Aqua Reotier Skincare Collection and best-selling Verbena Collection, for customers to escape the NYC summer heat.



Guests were invited to #PedalthroughProvence, with an immersive in-store bike experience, set beneath a stunning floral canopy, and immediately post their pictures via free in-store Wi-Fi to a live social media feed.

EN PROVENCE





Services

- GETTING...
- FREE SHIPPING...
- FREE PRODUCT ENGRAVING
- OR
- GET FOR \$15







For Holiday 2018, Fashion House, CASTELBAJAC Paris, lent its artistic flourish to L'Occitane's brand Commitments. With a few dashes of color and inspiration, it embellished the entire Christmas 2018 collection, finding the perfect words and motifs to tell the L'Occitane True Story.



Visitors to the store in December were able to discover a life-size interactive luxury advent calendar with 24 days of surprises

EN PROVENCE









Beginning January 2019, #L'Occitane555 is celebrating every woman, every day, featuring L'Occitane employees from North American boutiques and offices, together with the women of Burkina Faso.

We celebrate every woman's true authenticity, vulnerability, and rawness. We especially respect the many talented women we work with every day.

In this installation 10 women share in their own words how they are who they are, unapologetically.

EN PROVENCE





# Empowering Women

IN BURKINA FASO, WEST AFRICA

L'OCCITANE HAS BEEN WORKING WITH WOMEN PRODUCING SHEA BUTTER IN BURKINA FASO SINCE THE 1980'S  
#EMPOWERINGWOMEN

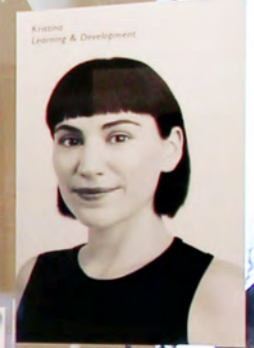
- TAKE A SEAT -  
FOR A UNIQUE  
HAND MASSAGE  
EXPERIENCE  
ONLY AVAILABLE HERE.



Doaman  
Boutique Manager



Joana  
Graphic Designer



Aline  
Learning & Development



Lolita  
Beauty Advisor



Doaman  
Boutique Manager

Celebrating  
EVERY WOMAN  
EVERY DAY  
Featuring L'Occitane employees

I DON'T NEED  
A FILTER TO...

# EMBRACE MY BEAUTY

Featuring L'OCCITANE Employees

I don't need a filter to  
**LAUGH  
WITHOUT  
FEAR**  
OF THE FUTURE.  
"I don't need a filter to be  
beautiful because there is no  
**BLUEPRINT FOR  
BEAUTY**"

"I DON'T NEED A FILTER TO  
SHOWER MY FRIENDS AND  
FAMILY WITH LOVE."

# #NOFILTERNEEDED





*Grand Opening*

<https://youtu.be/VJqUiz7IT38>

L'OCCITANE  
EN PROVENCE







L'Occitane reinterprets traditional flagship-store idea with new experiential retail concept

by PRIYA RAO  
AUG 21, 2018

L'Occitane's new store is full of flashy tech.

On Wednesday, the French beauty brand will open at 555 5th Avenue in Midtown Manhattan with a new retail concept that leans heavily into experiences. The store dedicated an area to social media, with a video live feed of the company's U.S. Instagram account, where the brand is trying to grow its presence. There's an opportunity for shoppers to "bike through Provence" using stationary bikes against a scenic French background. Customers can also test the brand's first virtual reality experience, which takes them through a 360-degree hot air balloon ride through the south of France, while receiving a free, real-life hand massage with L'Occitane products. On the merchandising side, a rain-shower sink is prominently displayed at the front of the store for shoppers to test products. Surrounding merchandise includes L'Occitane's best-selling ingredient franchises, like shea and almond bath and body products.

New-customer acquisition was the driver for L'Occitane rethinking its retail presence, said Paul Blackburn, vp of concept design, construction and merchandising at L'Occitane North America. The new 1,870-square-foot store consolidates existing businesses that were located nearby in Manhattan's Times Square and Rockefeller Center, with a tourist-centered slant. After being open in a soft launch for a week, over 2,400 prospective customers have walked into the store, making it the most foot-trafficked store in America, according to Blackburn.

The new 5th Avenue location is significantly bigger than another one of the company's largest stores, the Flatiron location in Manhattan, which opened in December 2016 and incorporated technology like smart beauty fitting rooms.

Blackburn said the new store location is meant for the company to "take a risk." Sixty percent of the in-store setups will change about four times per year, with a focus on key merchandising messages, though the social media photo area and the VR experiences will stay longer, depending on interest and engagement.

"It's a space that is meant to be ever-changing around product, campaign and philanthropy stories," he said.

For the launch, the store has dedicated a section of the space to the company's sustainability initiatives: In May, L'Occitane partnered with international recycling company TerraCycle to collect empty bottles and packaging of all brands of beauty and skin-care products from customers. In exchange, shoppers receive a 10 percent discount toward one full-size L'Occitane product purchase. Customers will also be able to engrave and customize L'Occitane merchandise and Swell water bottles (which the brand has partnered with for the new store) with their names and other personalized designs.

L'Occitane's in-store investments come at a time when the brand is seeing 75 percent of its business in stores versus online. E-commerce has been a key driver for loyalists replenishing product, but stores better drive new business. The company reported net sales of \$1.5 billion for 2018, a 4.6 percent increase over 2017. That was driven by positive same-store sales growth, and new and renovated stores — the company opened 41 stores and renovated 173 in the last year.

That the brand is willing to iterate on the traditional flagship-store model and yearly calendar cadence of products is a growing opportunity, said Blackburn, who wants to change the L'Occitane perception from serious and old-fashioned to "modern and fun." The average age of the L'Occitane woman is 41, and she is fairly affluent, said Blackburn. The new store concept isn't just a play for millennial or Gen Z consumers, he added, but rather a reach for new customers across all demographics.

While Blackburn wouldn't disclose the initial investment in this kind of store concept, he did say it was less than the capital required for the traditional 2016 Flatiron flagship.

Still, with the store being updated frequently, Blackburn said he sees store investment continuing. He also sees this new retail format as a novel way to grow the L'Occitane base in key international markets.

"We have an obligation as a brand to continue to push the envelope," he said. "There needs to be a reason for a customer to come into stores now more than ever. We are giving her that reason here."



L'Occitane's new Fifth Avenue store has a Provence backdrop perfect for Instagram.

EXPERIENCE MATTERS

NEW L'OCCITANE STORE HAS HANDS-ON APPROACH

SHOPPERS CAN EXPERIENCE A VIRTUAL TOUR OF PROVENCE WHILE GETTING A SOOTHING HAND MASSAGE AT THE BRAND'S LATEST STORE FORMAT. BY FAYE BROOKMAN

L'Occitane en Provence is opening a concept store on Manhattan's bustling Fifth Avenue this week that is calibrated to get its hands on new customers — literally.

One of the focal areas in the 1,870-square-foot store, located at 555 Fifth Avenue, is a virtual reality experience. Customers "soar" in a simulated hot air balloon ride over the Provence landscape while receiving a soothing hand massage and a soft spritz of L'Occitane's lavender scent.

This is only the second concept store opened by the luxury skin care, body care and fragrance company. The only other is in Paris on the Avenue des Champs-Élysées, which is a collaboration with French pastry chef Pierre Hermé. While it is a vehicle to road test ideas, the company expects the store, which is four to five times the average footprint, will be among the top producers within the 200-plus boutiques in the U.S. (The brand has more than 3,000 locations globally.) A major goal is to retain existing customers, as well as capture new shoppers with unique twists.

The store, in a heavily foot-trafficked swatch of Fifth Avenue, replaces locations in Times Square and Rockefeller Center and takes learnings from the Flatiron boutique opened two years ago. "We thought Flatiron was perfect," Paul Blackburn, vice president concept design, construction and merchandising for L'Occitane North America, "That said, retail is evolving at a

faster pace than ever and we designed a store here that can keep up with that challenge. We've always wanted a big presence in Midtown," he said, adding the "fluid" real estate market opened up an opportunity. L'Occitane still has tremendous opportunities to extend its exposure in America, Blackburn said. Casual observations of the Flatiron concept versus Fifth Avenue reveal a shift from a heavy digital presence to a blend of technology and the human factor.

To stay current, the store was designed to be flexible enough completely change at least four times a year. Most units in the retailer's portfolio adhere to traditional retail tenets where the store is "set," in that although windows change and the front table is adapted to new launches, the remainder of the store stays stagnant. What's different with this concept format is it doesn't run "on a traditional retail calendar," Blackburn said. "We're not changing every four or five weeks, but when we do change, we are changing most of the store. The notion of leaving a store alone for five years is gone. You have to push the envelope, be agile and disruptive."

The store is decked out as an escape from the summer swelter or, in the case of this year, the drenching rain. The focus in the center aisle of the store is on Verbena and the new Aqua Réconier skin-care campaign. "This whole space will totally change

based on launches or philanthropic stories we want to tell," Blackburn said. Holiday will be the push starting in October.

A showstopper in the store is an Instagrammable area set up with a backdrop of a village in Provence and vibrant yellow bicycles. Photos using the hashtag #l'occitane555 are fed to a monitor near the backdrop. This area will also change from time to time. Conventional wisdom would suggest the photo-ready spot would attract younger shoppers. "But if you look at the feed it is all ages," he said.

At a time when the beauty industry faces siphoning of sales from online competitors, L'Occitane is investing in reasons to



The entire store can be redesigned to keep it fresh.

bring them into stores. "The Pedal through Provence is one," said Blackburn, who helped design the store along with international artistic director Daniel Contorni. "The rain shower sink is another." This is the first U.S. site to use the rain shower, launched in Toronto's Yorkdale Centre last year. "The rain shower really captured the imagination of the consumer, so we thought what better than to bring it here," Blackburn said.

The layout features L'Occitane's hero products such as hand creams, body creams and shower oils to the right entrance of the store. "These are what we know are the best products as far as recruiting new customers," Blackburn said. "It is the best of L'Occitane and where you start." That flows into fine fragrances, skin care, men's, hair care and hand care. The skin-care consultation counter is nearby offering complimentary mini facials and the VR experience. The check-out area is inspired by French hotel guest desks. Tired shoppers can get a pick me up from free Calissons du Roy Rene that are passed around.

Other features include free Wi-Fi, the addition of lifestyle merchandise such as the Rifle Paper Co. and S'well bottles that are color coordinated with products, (these offers will change with the overhaul of the store), engraving on all items and a recycling area for any products in conjunction with TerraCycle. Shoppers bringing in any full-size empty get a 10 percent discount. Interestingly, L'Occitane can also use the recycling bin as market research to see what other products its base uses.

The store is mostly composed of recycled and environmentally minded materials. Some elements of the concept, such as the VR, could appear across the company's portfolio. "If the concepts work, they can be rolled out to our fleet, if they don't, we tried and can try again. This is a playground to test and try new things."





**L'Occitane's New Experiential Store Combines Social Media And IRL Interaction**

BY H.B. DURAN | AUG. 23, 2018, 11:40AM PDT

Beauty brand L'Occitane has opened a retail concept store in Midtown Manhattan that centers around experiences.

The new 1,870-square-foot store combines digital with hands-on interaction that encourages consumers to share on social media. A video live feed of L'Occitane's Instagram account is displayed with the hope that visitors will follow them and perhaps be inspired to take pictures of the colorful displays.

A number of installations virtually transport shoppers to France—the brand's country of origin. Stationary bikes are set against the background of a French countryside, inviting shoppers to "bike through Provence." L'Occitane's first virtual reality experience takes users on a hot air balloon ride through the south of France via 360 degree video, all while receiving a complimentary hand massage.

Beauty brands are using experiential retail to attract consumers that are as eager to post on Instagram as they are to try on new products.

Glossier is opening a pop-up retail location this week in Chicago that will be decked out in Instagram-worthy style with stark white and pink decorations. The experiential retail store will feature a "Glossier Canyon" selfie station and "hidden sound moments" meant to set the desired tone in each section. NYX Beauty Bar integrates traditional retail with social media inspiration in-store and interactive tutorial stations. Touch screen displays allow consumers to search Instagram posts in which users are wearing a particular shade or product.

L'Occitane is growing its presence worldwide and was the first French company to go public in Hong Kong. The Manhattan location has already attracted over 2,400 visitors during its soft open, making it L'Occitane's most popular American location in terms of foot traffic.

While the brand reported a 27.1 percent drop in revenue for the year ending March 31, the company expressed confidence in its expansion efforts, especially in China. Appealing to a young, digital audience with experiential retail may help L'Occitane reach new demographics.

**L'Occitane En Provence Opens New Concept Shop On New York's 5th Avenue**



Ann Binlot Contributor  
I bring creativity and culture from around the globe to you.



The interior of L'Occitane's new concept shop at 555 5th Avenue in New York. L'OCCITANE

L'Occitane en Provence — the French beauty company known for its rich hand cream, skincare, body care and fragrance — just opened a new retail destination on New York's illustrious 5th Avenue.

"555 5th Avenue is an immersive destination unlike any other, filled with endless discoveries of the spirit and beauty of Provence," said Paul Blackburn, vice president concept design, construction and merchandising, North America. "From eye-catching art form installations to integrated lifestyle products and enhanced fulfillment services, the ambiance and atmosphere will change throughout the life of the store with the goal to captivate the consumer's attention, encourage engagement, and produce user-generated content for social media buzz."

L'Occitane is following the experiential retailing trend, where brands create experiences. Upon entering the 1,870-square-foot store, designed by international artistic director Daniel Contorni and Blackburn, and located at 555 5th Avenue, shoppers are greeted by a set of bicycles situated in front of a background that evokes the lush, cobblestoned streets of Provence where they can take photos for Instagram, SnapChat, or other social media. The space will also serve as a retreat from the summer heat — visitors can indulge in relaxing hand massages and Provençal treats, create personalized souvenirs for ones, or purchase items, such as Rifle Paper Co. stationery and S'well water bottles.

**L'Occitane Ups the Ante on Experiential Retail in NYC and Around the World**

August 24, 2018 | Contact Author



As part of its customer-first retail strategy, L'Occitane en Provence's new concept store on Fifth Avenue in New York City will offer "interactive customer touchpoints" that will regularly change to highlight seasonal campaigns.

The 1,870 square foot store, located at 555 Fifth Avenue, includes a "rain-shower" sink, an interactive skin care consultation area, a curved communal bench beneath a Mediterranean olive tree and enhanced fulfillment services "comptoir." According to L'Occitane, the new store will be more disruptive [than its experiential boutique in the Flatiron District] and attract new customers, encourage engagement and produce user-generated content for social media.

Christina Polychroni, regional chief marketing & e-commerce office for North America, said, "At 555 Fifth Avenue, each customer's experience is intended to be unique and we are excited to launch this interactive boutique. Customers will be able to explore the L'Occitane brand history and signature products through ever-changing immersive installations that echo the Provençal arte de vivre and rich story-telling moments."

The L'Occitane Group is aiming to provide unique shopping experiences with this customer-first retail strategy. The Group explained, "in today's digital world, customers rarely enter a L'Occitane store purely out of 'need'; they expect to be pampered and entertained and want to indulge in the experience."

Throughout the world, L'Occitane flagship stores are aimed at the interests of local clientele:

- In Brazil, a "Casa Brasileira" style has been created to reflect the welcoming spirit of a Brazilian home;
- In Paris, the concept store on the Champs-Élysées partnered with French pastry chef Pierre Hermé and allows customers to savor a dessert or macaroon inspired by L'Occitane iconic ingredients;
- In London, the new flagship on Regent Street offers personalized product engraving, complimentary hand and arm massages, and beauty consultations in private rooms, as well as an in-store café offering limited edition Pierre Hermé macaroons;
- In China (L'Occitane's fastest growing market last year), store assistants demonstrate how to wrap gifts and film the experience so customers can immediately share on social media;
- In Singapore, a pop-up café concept was launched at the Ion Orchard Mall in July in partnership with Janice Wong, Asian pastry chef and protégé of Pierre Hermé;
- In Toronto, the new flagship at Yorkdale Mall features a pair of suspended digital capsules that allow visitors to see, hear, touch and smell the flavors of Provence through a fully immersive digital experience; and
- In April 2018, the L'OcciTruck was launched in North America, which was the brand's first traveling shop experience and retail store.



Exterior of L'Occitane's 5th Avenue location August 22, 2018

**INSIDE L'OCCITANE'S NEW 5TH AVENUE LOCATION**

Amid the hustle of New York City's famed 5th Avenue, individuals walking past L'Occitane en Provence's new store may have seen Paul Blackburn, the brand's Vice President Design & Construction, North America, peddling away on one of the store's yellow stationary bikes. The bikes, complete with accessories courtesy of Bike Pretty, are situated under lush vegetation and set up against a 3-D rendering of a Provençal village. According to Paul, the windows of the store have been purposely left transparent, void of any promotional signs, to attract curious gazes to this picturesque installation, as well as the other experiential offerings located inside the 1,870-square-foot space on 555 5th Ave. The retailer closed its Rockefeller Center and Times Square locations to fund the new concept store, which officially opens to the public Thursday, August 23. CEW Beauty Insider met with Paul for a private tour of the store to learn about how L'Occitane plans to redefine the traditional beauty shopping experience with this new interactive space, which has been designed to target new customers, drive in store traffic and increase overall brand awareness.

**Eye-Catching Scenes for Social Media Buzz**

When guests enter the store, they are first encouraged to visit the bike installation and snap photos for a chance to be featured on the in-store live digital feed. "It was important to us to not have a product focus at the first moment a guest arrives. We want to introduce the experience of the brand and break any barriers between ourselves and customers," said Paul. The area will be updated four times a year, with the next refresh sporting a holiday-themed setting, scheduled for October. Though not synergistically, other areas of the evolutive store will be updated seasonally with fresh, scenic concepts to keep customers entertained and coming back.

**Interactive Testing Areas**

To introduce first-time consumers to the brand, a space was created with testers of L'Occitane's best-selling products, including its popular Almond Delicious Hands Cream. Unique to the area, is a motion-activated rain-shower sink that cascades water down from an overhead illuminated canopy, rivaling the traditional faucet experience. The middle of the store highlights the brand's latest collections — currently featured is its new Aqua Reotier Skincare Collection and best-selling Verbena Collection — with testers chilled in min-fridges located right on the table so guests can experience the cooling products. Further back in the store, is a skin care consultation station, which offers complimentary services such as min-facials. The station also offers a sensorial VR experience, where guests can take a digital journey through Provence's countryside to learn about the brand's history, while inhaling a lavender fragrance and receiving a hand massage.

**Lounge-like Respite**

In addition to offering free Wi-Fi, at the center of the store is a curved communal bench located beneath a large, photo-worthy Mediterranean olive tree. Underneath the tree, guests can reach into clusters of lavender plants to find wires they can use to recharge their phones while enjoying complimentary fruit-infused water from a hydration station. Another lounge area is set up in the back of the store and positioned in front of an appropriately oversized digital ad (which also changes seasonally) and features a geometric, rock-inspired deep-blue couch for additional seating.

**Enhanced Fulfillment Services**

Called, Comptoir, the store includes a fulfillment area that was designed to look like a French hotel lobby. A check-in desk is set up against the backdrop of ceramics that purposely feature the brand's iconic yellow color — another photo opportunity. "We wanted the space to look like a French hotel to convey that the level of service we offer is above traditional retail experience," said Paul. Some services include same day messenger services in Manhattan, shipping across the U.S., and Click & Collect, which gives customers the opportunity to order online and pickup in store. Guests can also visit the station to have products engraved.

**Lifestyle Products Available for Purchase**

Beyond L'Occitane's products, visitors will find brand-complimentary lifestyle products integrated synergistically within product displays. The items, which are available for purchase and personalization, include S'well water bottles, Rifle Paper Co. stationery and treats from Le Roy René.

**Overt In-Store Recycling**

In partnership with TerraCycle, a recycling drop-off area has been set up to accept beauty products and packaging from any brand. As an incentive, when customers bring in a full-sized product from L'Occitane or any beauty brand, they receive a 10 percent discount on any full-sized L'Occitane product. The area is also home to some of the brand's products in a refill format in an effort to reduce packaging waste.



L'OCCITANE  
EN PROVENCE

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