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'Clean Beauty' Pop-up Offers Free Beauty Services at The Shops at Columbus Circle

More than 500 people stopped by brands including MAC, Sephora, Aveda, L'Occitane en Provence and Diptyque at a New York City pop-up.

By [Faye Brookman](#) on July 13, 2018

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Several brands offered free demonstrations at The Shops at Columbus Circle.

The beauty retailers at The Shops at Columbus Circle got together this week for a “clean beauty” pop-up. More than 500 consumers escaped the heat and took advantage of free services offered by [Sephora](#), Aveda, L’Occitane en Provence, Diptyque and others on July 11. Equinox was also on hand for express chair massages. The pop-up was situated on the second floor of the shopping center that houses more than 50 retailers.

This is the second activation of the wellness programs initiated by The Shops at Columbus Circle. Last month, yoga was featured as part of a program called Movement Matters. August will be Mindful Eating and September will feature Conscious Fashion. “Wellness is a part of consumers’ everyday lifestyle. We chose to produce a series that is relevant, in many ways, to our dynamic collection of shops and restaurants. Well-rounded programs and events are important to maintain 360 experiences for our customers,” said R. Webber Hudson, executive vice president of Related, the center’s developer. The participating beauty retailers will continue to offer clean beauty deals throughout July at each store. Clean beauty is top-of-mind with more consumers and retailers are making room on shelves for more “better for you” options.

[Sephora](#), which just activated its Clean at Sephora category, was one of the busiest booths where guests received free demonstrations of vegan and cruelty-free brands. Also on hand was wellness influencer Laney Crowell, founder of The Moment. She discussed how to achieve clean beauty with do-it-yourself masks and safe essential-oil products with ingredients that can be found at Whole Foods Market. Experiences, pop-ups and influencer chats are among the lures shopping centers are using to court more customers, retail experts said, noting these are good events for The Shops at Columbus Circle, especially to attract tourists.



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New Jersey resident Beth Klinck, who stopped into the pop-up, said she’s been researching better-for-you beauty. “I learned a lot, got out of the heat, got some freebies and a makeover. That’s my kind of day.”

🏷️ [MAC](#) [Sephora](#)

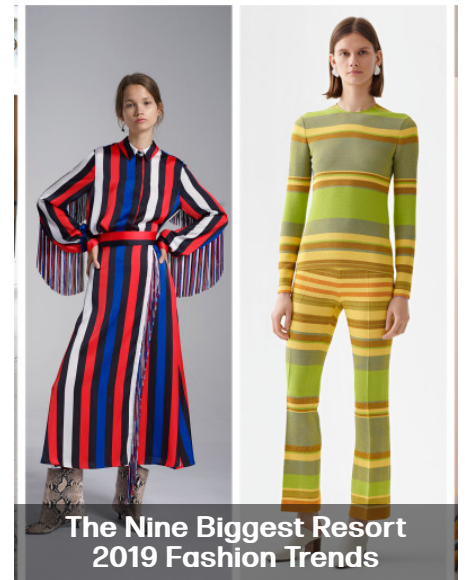
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