

33 Brilliant Experiential Marketing Ideas From Popular Fashion & Beauty Brands

Hero:

Social Image:



In the age of social media and influencers, corporate events are the marketing gifts that keep on giving. With new products, photo ops, and creative ideas constantly circulating on channels like Instagram and TikTok, hosting an experiential marketing event is the key to getting influencers and social media algorithms to do the work for you.

Popular beauty brands and clothing lines in particular influence much more than fashion trends. From Sephora shelves to department stores, some of your favorite cosmetic and clothing companies have become true masters of experiential marketing and corporate event execution. Below, you'll find 37 corporate branding moments and experiential marketing ideas that range from juice pouches to Caviar tins, tennis matches, painted products, and more ideas you'd never think of yourself.

1. Sunday Riley's Sun-Soaked Skincare

<https://www.partyslate.com/event-pros/corrie-in-color/events/52750>

Photo: <https://www.partyslate.com/event-pros/corrie-in-color/events/52750?photo=2229302>



Sunday Riley proves branded backdrops are the key to a memorable corporate event. The launch of their CEO Afterglow face cream perfectly matched packaging to the party palette, with shades of their brand's signature orange throughout.

2. LoveShackFancy's Home Line Launch

<https://www.partyslate.com/event-pros/provenance-rentals/events/39118>

Photo 1:

<https://www.partyslate.com/event-pros/provenance-rentals/events/39118?photo=1713998>

Photo 2:

<https://www.partyslate.com/event-pros/provenance-rentals/events/39118?photo=1714011>

Photo 3:

<https://www.partyslate.com/event-pros/provenance-rentals/events/39118?photo=1714064>



There's no place like home — especially when it looks like a LoveShackFancy catalog. The clothing brand expanded their offerings into home décor, and they celebrated by putting their new products to work. The brand's signature feminine patterns and soft hues covered lounge chairs, pool floats, tables, and more.

3. Glossier's Self-Care Team Dinner

<https://www.partyslate.com/event-pros/twenty-three-layers-23-layers/events/17642>

Photo:

<https://www.partyslate.com/event-pros/twenty-three-layers-23-layers/events/17642?photo=831542>



Take out the team with branded take out. Glossier treated employees to an all-company dinner, and they didn't miss a beat when it came to showing off their logo. It's no surprise that a makeup brand paid plenty of attention to detail in the makeup of their entire event, from key place cards to floral centerpieces.

4. Skims' Cozy Holiday Party

<https://www.partyslate.com/venues/candela-la-brea/events/61693>

Photo 1: <https://www.partyslate.com/venues/candela-la-brea/events/61693?photo=2533883>

Photo 2: <https://www.partyslate.com/venues/candela-la-brea/events/61693?photo=2533868>

Photo 3: <https://www.partyslate.com/venues/candela-la-brea/events/61693?photo=2533912>



Skims is no stranger to innovative events — after all, their founder Kim Kardashian is a marketing genius herself. Their latest company Christmas party doubled as a holiday advertisement with branded tacos, projection mapping, lounge throw pillows, and more.

5. 7 For All Mankind's Denim Beach Bash

<https://www.partyslate.com/event-pros/wala-events/events/69465>

Photo 1: <https://www.partyslate.com/event-pros/wala-events/events/69465?photo=2801481>

Photo 2: <https://www.partyslate.com/event-pros/wala-events/events/69465?photo=2801494>

Photo 3: <https://www.partyslate.com/event-pros/wala-events/events/69465?photo=2801479>



The 7 For All Mankind “Beach Club” in Malibu celebrated the brand's summer collection with a day at the seashore. Branded popsicles, beach towels, and lounge chairs kept guests enthused between trying on jeans in the (also branded) pop-up dressing room.

6. Laneige’s “Hydration School”

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/39528>

Photo 1:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/39528?photo=1730631>

Photo 2:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/39528?photo=1730625>

Photo 3:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/39528?photo=1730595>



Class is in session. What better way to tell customers that they need your products than by teaching about them. Laneige's "Hydration School" event in Los Angeles included product-filled lockers for each guest, along with hydrating smoothies, ombré blue florals, and informative skincare sessions. Forget evidence-backed formulas; we want evidence-based marketing.

7. Rebecca Minkoff's Bags at the Beach

<https://www.partyslate.com/event-pros/the-highlife-productions/events/42357>

Photo:

<https://www.partyslate.com/event-pros/the-highlife-productions/events/42357?photo=1837512>



Toes in the water, bags in the sand. Rebecca Minkoff partnered with Magnum Ice Cream on the launch of their new vegan clutch and Magnum's new vegan ice cream flavors. The beachfront celebration was hard to miss thanks to neon lettering that could be seen from all angles — making it the perfect photo focal point.

8. Free People's Wellness Class

Photo: <https://www.partyslate.com/event-pros/render-events-co/events/49285>

Photo 1: <https://www.partyslate.com/event-pros/render-events-co/events/49285?photo=2103174>

Photo 2: <https://www.partyslate.com/event-pros/render-events-co/events/49285?photo=2103172>

Photo 3: <https://www.partyslate.com/event-pros/render-events-co/events/49285?photo=2103180>



FP Movement, the athleisure line by clothing brand Free People, got active with an experiential event. Green juice shots, a yoga class, and a floral-adorned photo op were the perfect way to get influencers practicing and posing in their workout gear.

9. Kosas' Cool Summer Looks

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/43734>

Photo 1:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/43734?photo=1891301>

Photo 2:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/43734?photo=1891306>

Photo 3:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/43734?photo=1891302>



Kosas brought cool looks to hot temperatures in honor of their summer beauty line. A frozen fruit station, ice sculpture, “wet bar,” and colorful candy spread — all with the company’s branding on it — made this rooftop experience a social media home run.

10. Charlotte Tilbury’s Summer of Glow

<https://www.partyslate.com/venues/mondrian-south-beach/events/40868>

Photo 1:

<https://www.partyslate.com/venues/mondrian-south-beach/events/40868?photo=1781324>

Photo 2:

<https://www.partyslate.com/venues/mondrian-south-beach/events/40868?photo=1781340>

Photo 3:

<https://www.partyslate.com/venues/mondrian-south-beach/events/40868?photo=1781319>



A hint of backstory in your branding is always a good idea. This Hollywood-style vanity mirror was the perfect branded photo op for Charlotte Tilbury's summer celebration — reminding influencers and customers alike that the company came to be thanks to Princess Diana and other iconic celebrity figures who hired Charlotte Tilbury to do her makeup.

11. Ole Henriksen's New Year's Eve Party

<https://www.partyslate.com/event-pros/mindy-weiss-party-consultants/events/20027>

Photo 1:

<https://www.partyslate.com/event-pros/mindy-weiss-party-consultants/events/20027?photo=936545>

Photo 2:

<https://www.partyslate.com/event-pros/mindy-weiss-party-consultants/events/20027?photo=936557>

Photo 3:

<https://www.partyslate.com/event-pros/mindy-weiss-party-consultants/events/20027?photo=936559>



What better way to start a new year of marketing than on the first night of the year? Ole Henriksen's New Year's Eve party was planned to perfection with a branded "beer pong" table and to-go bags filled with sample-sized products.

12. Lawless' Cheeky Celebration

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/69822>

Photo 1:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/69822?photo=2835493>

Photo 2:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/69822?photo=2812641>

Photo 3:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/69822?photo=2812633>



We love a blush palette for a blush launch. Lawless, known for its plumping lip gloss, officially ventured into face makeup with a “pinch my cheeks” event. Each shade of their new cream blush was perfectly placed in a bed of matching florals for guests to awe over before grabbing their own. Not to mention, each attendee got their name engraved on their brand new product.

13. Kiehl's Bottles & Botanicals

<https://www.partyslate.com/venues/union-west-closed/events/16867>

Photo: <https://www.partyslate.com/venues/union-west-closed/events/16867?photo=796089>



Stop and smell the toner. Kiehls produced a lab-inspired event, taking guests through the ins and outs of their most popular products. A giant Kiehl's "Calendula Herbal Extract Alcohol-Free Toner" bottle spilled florals in their signature orange shade, ingraining the product in our minds — and our wallets.

14. Patrick Ta's Crisp Cosmetic Showcase

[Striking Patrick Ta Beauty Showcase | RentQuest | PartySlate](#)

Photo 1: <https://www.partyslate.com/event-pros/rentquest/events/72550?photo=2908083>

Photo 2: <https://www.partyslate.com/event-pros/rentquest/events/72550?photo=2908093>

Photo 3: <https://www.partyslate.com/event-pros/rentquest/events/72550?photo=2908094>



Patrick Ta took corporate branding to chic places at their latest showcase. Clever pedestals and stations filled the space, including a “Patrick’s Playlist” DJ booth, a “Cafe PTB” coffee stand, and a “Find Your Flavor” ice cream cart — all in the brand’s signature block font. Attendees posed in front of lush cascading florals and collected products off of crisp branded displays.

15. Saks Fifth Avenue’s Fashion Renovation

<https://www.partyslate.com/event-pros/local-la/events/64339>

Photo 1: <https://www.partyslate.com/event-pros/local-la/events/64339?photo=2622660>

Photo 2: <https://www.partyslate.com/event-pros/local-la/events/64339?photo=2622668>

Photo 3: <https://www.partyslate.com/event-pros/local-la/events/64339?photo=2622674>



Check out this renovation with innovation. Saks Fifth Avenue unveiled their brand new Beverly Hills store with light bites, lovely music, and lots of florals. Guests got a taste of glamour, being pampered with deluxe savory appetizers, gold encrusted macaroons, and high-end Champagne. What more could put you in the shopping mood?

16. Murad’s Skincare at Sea

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/23932>

Photo 1:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/23932?photo=1101067>

Photo 2:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/23932?photo=1101066>

Photo 3:

<https://www.partyslate.com/event-pros/sterling-social-events-experiences/events/23932?photo=1101069>



How do you stand out with a branded photo op? Put it on a boat. Murad switched their corporate event venue from land to sea, wowing guests with a social media-worthy experience. Aside from receiving Murad's latest skincare products, guests got to customize hand-woven fans to keep them cool.

17. Vince Camuto's Aromatic Activation

<https://www.partyslate.com/event-pros/b-floral-event-design-and-production/events/71832>

Photo 1:

<https://www.partyslate.com/event-pros/b-floral-event-design-and-production/events/71832?photo=2884923>

Photo 2:

<https://www.partyslate.com/event-pros/b-floral-event-design-and-production/events/71832?photo=2884924>

Photo 3:

<https://www.partyslate.com/event-pros/b-floral-event-design-and-production/events/71832?photo=2884915>



How do you celebrate a botanical new perfume? Lots of botanicals, of course. Vince Camuto put on a floral-filled product launch in New York City, equipped with a fresh bottle for each visitor, and a custom engraving station.

18. Too Faced Cosmetics' Tennis Club

<https://www.partyslate.com/event-pros/company-x-marketing/events/71212>

Photo 1:

<https://www.partyslate.com/event-pros/company-x-marketing/events/71212?photo=2860085>

Photo 2:

<https://www.partyslate.com/event-pros/company-x-marketing/events/71212?photo=2860082>

Photo 3:

<https://www.partyslate.com/event-pros/company-x-marketing/events/71212?photo=2860087>



Aced it. Too Faced Cosmetics hosted a tennis tournament to promote the re-launch of their “Born This Way Matte & Blur” collection. The Newport Beach event was filled with branded moments, from tennis balls to hot pink sideline benches and racket bags. A brilliant way to play (and sell).

19. La Mer’s Influencer Splash

<https://www.partyslate.com/event-pros/haute-chefs-la/events/69954>

Photo: <https://www.partyslate.com/event-pros/haute-chefs-la/events/69954?photo=2817402>



La Mer, the epitome of luxury in the skincare world, maintained its lavish reputation with an exclusive rooftop party in the hills. Synchronized swimmers performed in front of chic branded signage — not to mention, a stunning view of downtown Los Angeles. Guests also enjoyed elevated bites like grilled shrimp and fresh cucumber rolls.

20. Olaplex’s Bonding Moments

<https://www.partyslate.com/event-pros/analog-events-marketing/events/72402>

Photo 1:

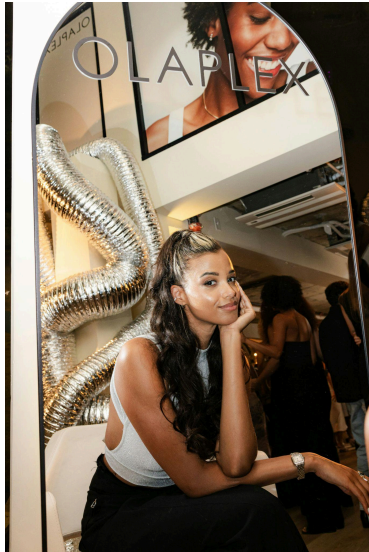
<https://www.partyslate.com/event-pros/analog-events-marketing/events/72402?photo=2903094>

Photo 2:

<https://www.partyslate.com/event-pros/analog-events-marketing/events/72402?photo=2903099>

Photo 3:

<https://www.partyslate.com/event-pros/analog-events-marketing/events/72402?photo=2903092>



Hair bonding, that is. Olaplex put on a “bond shaper” launch party for consumers to explore their latest hair care products. The brand treated guests to branded black and white soft serve and carbon black waffle cones as they meandered through tube installations displaying new bottles.

21. Estée Lauder’s Scented Soirée

<https://www.partyslate.com/event-pros/sugarfree-studio/events/68502>

Photo 1: <https://www.partyslate.com/event-pros/sugarfree-studio/events/68502?photo=2771965>

Photo 2: <https://www.partyslate.com/event-pros/sugarfree-studio/events/68502?photo=2771959>

Photo 3: <https://www.partyslate.com/event-pros/sugarfree-studio/events/68502?photo=2771962>



Estée Lauder celebrated their new scent, Beautiful Magnolia, with an event for the senses. The pink carpet was rolled out in Miami for each attendee as they posed in front of a floral-filled pink convertible before getting their own hand-painted bottle and branded beach towel.

22. Lululemon's Lincoln Park Lift

<https://www.partyslate.com/event-pros/blue-plate-catering/events/16045>

Photo: <https://www.partyslate.com/event-pros/blue-plate-catering/events/16045?photo=762400>



Lululemon opened their largest retail store in the world in Lincoln Park, Chicago — and they didn't skimp on fresh details. A branded succulent wall made for the perfect photo-op entrance, while a “#sweatlife” Champagne wall greeted guests as they made their way to the store's second floor.

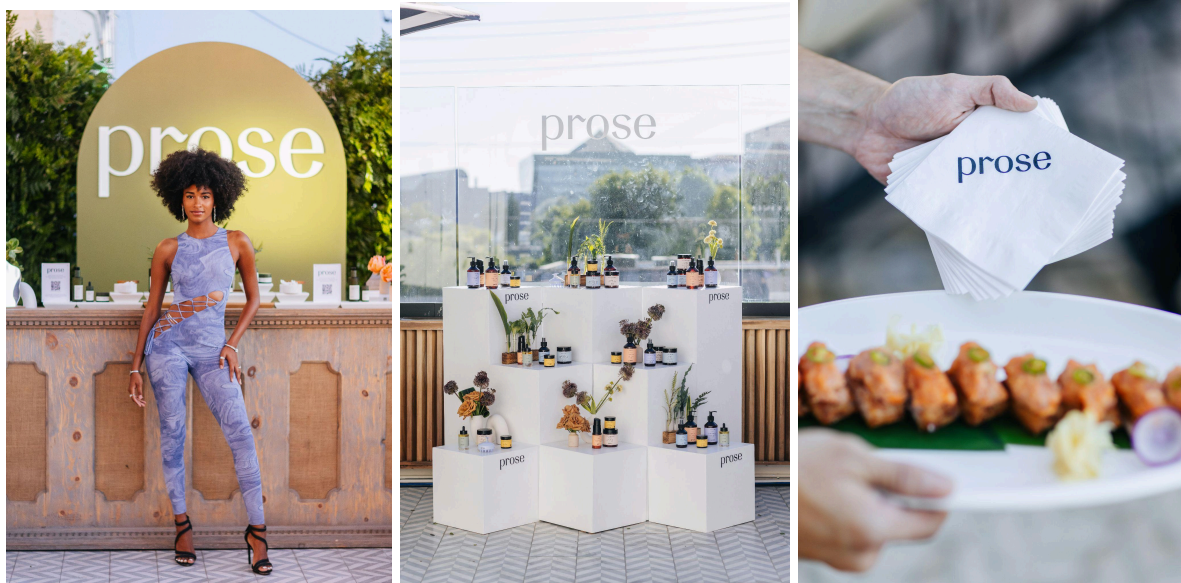
23. Prose's Formula-Filled Fête

<https://www.partyslate.com/event-pros/wife-of-the-party/events/55628>

Photo 1: <https://www.partyslate.com/event-pros/wife-of-the-party/events/55628?photo=2326095>

Photo 2: <https://www.partyslate.com/event-pros/wife-of-the-party/events/55628?photo=2326118>

Photo 3: <https://www.partyslate.com/event-pros/wife-of-the-party/events/55628?photo=2326108>



Is there anything better than a good hair day? Prose is all about a truly customized hair care experience, with personalized products based on your hair type and needs. Their launch event accentuated their company values, offering each guest the opportunity to talk with experts and explore various product combinations to find the perfect fit.

24. Shiseido's Southern Influencer Trip

<https://www.partyslate.com/event-pros/ocny-production/events/54258>

Photo: <https://www.partyslate.com/event-pros/ocny-production/events/54258?photo=2281836>



Shiseido gave influencers more than a one-night event. Instead, they took them on an extended trip to the Southern Hemisphere, where guests explored the local Chilean culture by day and star-gazed by night. As guests hiked trails, played branded Jenga, and dined on local, fire-grilled fare, they continually posted about the brand, the products they were using, and the information they were learning from company experts.

25. Ilia's All Neutral Shades

<https://www.partyslate.com/venues/the-oviatt/events/39601>

Photo 1: <https://www.partyslate.com/venues/the-oviatt/events/39601?photo=1733570>

Photo 2: <https://www.partyslate.com/venues/the-oviatt/events/39601?photo=1733559>

Photo 3: <https://www.partyslate.com/venues/the-oviatt/events/39601?photo=1733575>



Ilia is all about clean beauty products, from the ingredients to the application. So it only makes sense that their branded dinner party consisted of neutral tones, natural woods, clean lines, and chic, simple place settings. The event honored inspirational women, with a hand-picked guest list of accomplished ladies, and offerings from woman-made-and-founded wines and tequilas.

26. Biossance's All-Green Luncheon

<https://www.partyslate.com/venues/the-revery-la/events/54093>

Photo 1: <https://www.partyslate.com/venues/the-revery-la/events/54093?photo=2276119>

Photo 2: <https://www.partyslate.com/venues/the-revery-la/events/54093?photo=2276095>

Photo 3: <https://www.partyslate.com/venues/the-revery-la/events/54093?photo=2276106>



Biossance is known for their sustainable, plant-based skincare products — so it only makes sense that they hosted a sustainable, greenery-filled product launch. The luncheon took place at a venue teeming in natural light, where guests were offered fresh fare and bright beverages.

27. Benefit's Global Mascara Launch

<https://www.partyslate.com/event-pros/daughter-of-design/events/23842>

Photo: <https://www.partyslate.com/event-pros/daughter-of-design/events/23842?photo=1097932>



How do you emphasize the magnitude of your biggest brand launch yet? A branded spaceship in the desert might just do the trick. This multi-day Benefit mascara launch leveraged futuristic décor and glitzy entertainment to ensure a memorable experience for everyone in attendance (as well as those following along from home).

28. Marc Jacobs' Day at the Fair

<https://www.partyslate.com/event-pros/jessica-fels-event-production-design/events/13463>

Photo:

<https://www.partyslate.com/event-pros/jessica-fels-event-production-design/events/13463?photo=641112>



Marc Jacobs' iconic Daisy Love perfume had a just as iconic launch day at the Santa Monica Pier. The designer took corporate event branding to new heights with a Daisy Love carnival that included a printed ferris wheel, carnival toss, ice cream cart, and surfboard-lined entrance.

29. Neutrogena's Desert Dinner

<https://www.partyslate.com/event-pros/jesgordon-properfun/events/51641>

Photo 1:

<https://www.partyslate.com/event-pros/jesgordon-properfun/events/51641?photo=2189331>

Photo 2:

<https://www.partyslate.com/event-pros/jesgordon-properfun/events/51641?photo=2189323>

Photo 3:

<https://www.partyslate.com/event-pros/jesgordon-properfun/events/51641?photo=2189324>



Neutrogena went heavy on color at their Coachella pop-up dinner. The activation went from day to night with color-blocked candle sticks, photo ops, place settings, and pampas grass arrangements. Guests were buzzing over the boho affair as they learned about the company's latest line of skincare while sipping on a variety of tequila concoctions.

30. Good American's Chic Casting Call

<https://www.partyslate.com/venues/the-mezzanine-by-liberty-church-new-york/events/49457>

Photo:

<https://www.partyslate.com/venues/the-mezzanine-by-liberty-church-new-york/events/49457?photo=2113335>



Khloe Kardashian took the denim world by storm by creating a line that comfortably fits all shapes, sizes, and curves. The brand markets to real women, by real women, as shown by their branded New York City casting call in search of their next ambassadors.

31. Christian Louboutin's Red Bottom Rendezvous

<https://www.partyslate.com/event-pros/phillip-van-nostrand-photography/events/16083>

Photo:

<https://www.partyslate.com/event-pros/phillip-van-nostrand-photography/events/16083?photo=765007>



Christian Louboutin, a designer brand known for its luxe red-bottom shoe soles, hosted a sultry fashion week party in partnership with Pernod Ricard spirits. Smoky cocktails with branded ice cubes, red-bottom serving platters, and bright red neon signage ensured that no guest forgot what brand they were there to celebrate.

32. Mario Badescu's Poolside Products

<https://www.partyslate.com/event-pros/patrick-j-clayton-productions/events/39105>

Photo 1:

<https://www.partyslate.com/event-pros/patrick-j-clayton-productions/events/39105?photo=1713313>

Photo 2:

<https://www.partyslate.com/event-pros/patrick-j-clayton-productions/events/39105?photo=1713317>

Photo 3:

<https://www.partyslate.com/event-pros/patrick-j-clayton-productions/events/39105?photo=1713323>



You may not be able to judge a book by its cover, but Mario Badescu knows you can judge a product by its packaging. The brand turned their most popular items into lofty Champagne-coupe towers — and put their classic company logo onto cocktails, pool stands, and more.

33. Sol De Janeiro's Bohemian Bottle Bash

<https://www.partyslate.com/event-pros/wife-of-the-party/events/72266>

Photo 1: <https://www.partyslate.com/event-pros/wife-of-the-party/events/72266?photo=2898944>

Photo 2: <https://www.partyslate.com/event-pros/wife-of-the-party/events/72266?photo=2898940>

Photo 3: <https://www.partyslate.com/event-pros/wife-of-the-party/events/72266?photo=2898935>



Sol De Janeiro partnered with Ulta Beauty on a multi-day influencer trip to Southern California. A memorable event from the trip took place at a bohemian Los Angeles restaurant, where the brands brought product-shaped photo ops to life and offered hand painted “Bum Bum Cream” — a fan favorite.

People Also Ask...

How can I find a corporate event venue?

[PartySlate](#) is a one-stop-shop for all corporate venue needs. Whether you’re looking for a private dining space for a team dinner, a rooftop for a product launch, or a raw space for a holiday party, PartySlate’s local [venue directories](#) help corporate event hosts and planners discover and inquire with spaces for all types of events.

You can also learn how to [narrow down your venue selection](#) with these top tips from real corporate planners.

Where can I find corporate event vendors?

From branded food and drinks from top [caterers](#), to logo-inspired photo ops from experienced [designers](#) and [florists](#), and social media-worthy content from skilled [photographers](#) and [videographers](#), corporate event hosts can build their entire vendor team on PartySlate, using our curated [vendor directory](#).

Discover More Beauty Branded Moments

<https://www.partyslate.com/idea-gallery/corporate-events/branding?photo=799665>

<https://www.partyslate.com/idea-gallery/corporate-events/branding?photo=608678>

<https://www.partyslate.com/idea-gallery/corporate-events/branding?photo=871581>

<https://www.partyslate.com/idea-gallery/corporate-events/branding?photo=1057312>

<https://www.partyslate.com/idea-gallery/corporate-events/branding?photo=903119>

<https://www.partyslate.com/idea-gallery/corporate-events/branding?photo=684212>