

Marie Claire pop-up store in Johannesburg



Marie Claire South Africa has brought the pages of the magazine to life with the curated Marie Claire pop up store for a three day period at a high traffic venue relevant to the publication's readership, in Hyde Park, Johannesburg.

The pop up store was powered by Nokia and reflected the editorial style of the magazine. Visitors were invited to experience the inner world of Marie Claire in an intimate manner.

The pop up store featured: Meet The Editors and Meet The Designers Sessions; Rotating Fashion and Trends Exhibitions; a Vintage Sale, Behind The Scene Videos of Marie Claire Shoots shot, edited and played back with the latest Nokia phone; Nokia's Ovi Store presenting the editors music playlists; the digital photo booth where visitors became the cover of their own Marie Claire shot with Nokia phone. [Produced by What's Phat - www.whatsphat.co.za]

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