

Pop-Up Beauty

By Stacey Sobie | 02/06/2012 12:22:00 PM



Celebrity hair stylist Naz Kupelian (seated) and his team with their pop-up Beauty Lounge.

Chances are your community has a multitude of events where your salon can market itself if only you can discover a way to sample your services and products in a way that stays true to your brand. Celebrity hair stylist Naz Kupelian and his team solved the dilemma by launching its new Naz Kupelian Beauty Lounge, a luxe, traveling beauty salon designed to pamper and educate guests while offering touchups, consultations, product demonstrations, and styling tips from Kupelian and his dynamic team.

Consisting of two hair and makeup primp stations, the lounge offers a place where guests can relax and recharge their looks. While the lounge easily pops up and down, it retains the luxurious ambiance and sophistication of the original Naz Kupelian Salon, which is located in Boston. Like the salon, the lounge comes equipped with a talented style squad, who can transform any hair and makeup problem into a simple, yet elegant style.

While the pop-up lounge serves as branded entertainment, it also top and fashion companies a multi-brand opportunity, as they can dole out beauty advice and product samples under the same roof. Perfect for any lifestyle event, the Beauty Lounge is completely free for guests to experience, and encompasses a beauty touch-up area for guests, VIPs and socialites alike.

The creative mind behind the Beauty Lounge, Naz Kupelian has more than a decade of experience in the hair industry as a hair artists, a Rusk creative team member and platform artist, and a salon owners. He has participated in various fashion weeks in Miami and New York, styled celebrities backstage for events and shows, such as the Sundance Film Festival, Emmy Awards and the TV Guide Network.