

WINKY LUX

For Immediate Release...

September 28, 2018

CULT BEAUTY BRAND WINKY LUX OPENS IMMERSIVE EXPERIENCE STORE IN ATLANTA

Lenox Square is the Second Stop for the Lust Worthy Pop-Up Store, Opening this Month



The Atlanta pop-up will feature new and different styled rooms than the original New York City location, along with two bonus rooms and interactive store window.

ATLANTA – Whimsical color cosmetics brand [Winky Lux](#) opens its fully-immersive Atlanta pop-up on Monday, October 1. This will be the second pop-up for the brand, who launched their first experience store in New York City in August. [The Winky Lux Experience](#) will be located at in the stylish Lenox Square Shopping Center for a 6-month pop-up. The beauty brand prides themselves on offering consumers a luxury makeup experience for affordable prices. From hue-driven palettes and silky smooth lipsticks, to fun capsule collections and partnerships, Winky Lux is changing up the way millennials buy beauty products.

Just like the high-end yet affordable products themselves, the experience is designed to spark imagination, create sharable content and foster one-of-a-kind opportunities to connect with fellow beauty lovers and friends. Guests will have the opportunity to wander through 9 completely mesmerizing rooms. From dancing your way through a disco infinity karaoke room, falling down the rabbit hole in an “Alice in Wonderland” styled floral garden, or floating through a hydration station, there are endless opportunities to snap the perfect selfie. Pro-tip: get there early. The New York City store consistently had lines around the block.

“We kept thinking, ‘What if the Museum of Ice Cream, our Clubhouse and Sephora had a baby?’” said Winky Lux Co-founder Natalie Mackey. Beauty lovers can test and shop Winky Lux’s unique products and exclusive merchandise in the storefront before entering into the immersive Instagram hot-spot.

The Winky Lux shop is open Monday- Saturday from 10am-9pm, and Sunday from 11am-7pm. Customers are able to enter past the shop and into the experience for their chance to test out the latest products along with best sellers. So that lip gloss you had your eye on that would look great in your selfie? Now’s your chance.

The Winky Lux Experience is located at Lenox Square, 3393 Peachtree Road NE, Atlanta, GA 30326. Once inside the mall, the vibrant cosmetics pop-up shop is located on the mall level, next to the Nike store. For more info on the experience and how to reserve tickets, visit www.winkylux.com.

ABOUT WINKY LUX:

Winky Lux is a cosmetics brand that is veering away from the traditional supply chain to offer fashion-driven & beauty obsessed millennials a luxury makeup experience with affordable prices. All of the products are paraben-free, cruelty free, nontoxic and heavily pigmented. Launched in 2015 in New York City, the collection now consists of lipsticks, glosses, eye palettes, complexion powders, eyebrow pencils, pH reactive lip balms and much more. High color payoffs, long-lasting wear and silky finishes create the ultimate beauty experience.

For more information on Winky Lux, visit [Facebook](#), [Instagram](#) and [Twitter](#).

Media Contacts: 360 Media, Inc. | Tara Murphy + Erin O’Brien | 404.577.8686 | info@360media.net

###