

Lush's Shampoo Bar pop-up resonates with festivalgoers

What is it?

Lush partnered with Happy Place in Manchester, Womad in Wiltshire, and Bluedot in Cheshire to bring essential beauty products and luxurious spa and hair treatments to summer festivalgoers.

The pop-ups ranged from massage stations to luxury showers and hair treatments. Staff from Lush's stores were selected to work at the events.

Why does it matter?

The return of festivals is driving huge footfall, presenting opportunities to engage with a captive audience.

Strategic implications:

Expect more partnerships and activations, as brands look to capitalise on this growing opportunity

STEPIC drivers/winning strategies:

Customer obsession
Elevated brand experience



Pictured: The Shampoo Bar at Womad festival, Wiltshire, where hair appointments were fully booked for the entire four-day event.