



pixi
by
petra

Pixi Beauty PH New Skintreats Line Launch

 GLAMOURBOX

Glow Bar

Event Brief



Showcase Pixi's Spring & Summer 2019 Skintreats

Glow Tonic Line

Vitamin C Line

Rose Line

What: Launch of new skincare line

When: 2rd week of July

Where: TBA

Who: With Top beauty influencers and Media (20-30pax)



Glow Bar

Event Dress Code

ALL WHITE CHIC



Glow Bar

Event Program



Event Flow:

- Arrival of guest
- Light Meal (while waiting for event proper)
 - CEO/CMO welcome speech
 - What are the new “Skintreats Line”
- Activities- (*Photo wall, Mimosa DIY Bar, Flatlay Table and Skintreats consultation*)
 - Photo op -End

Extras:

Glow Tonic Line, Vitamin C Line, Hydrating Line and Tonics Table Highlight

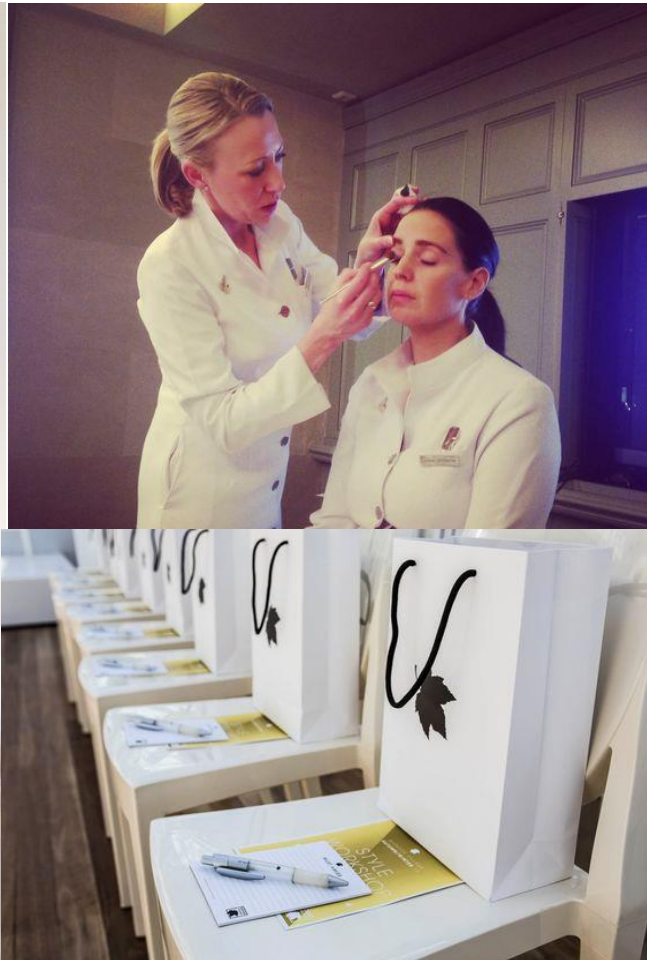
Glow Bar Highlight Table

Skintreats highlight table

Showcase the new skintreats collection with their hero ingredient/s. This will help guest easily familiarize with each collection. Their will also be a highlight table for the Tonics with (Retinol)



Glow Bar Consultation Area



Guest can sit down with a skincare expert to help them determine what skincare line will fit for their recent skin concern.

After consultation they'll receive skintreats goodies that they can try and add to their routine.



Ara Fernando
Makeup Artist
Skincare Expert



Toni Aviles
Makeup Artist
Skincare Expert

Glow Bar

DIY Drink Bar

Interactive bar where guest can customize their own drink.

This will also light like Pixi's natural ingredients



Glow Bar Photo Area



Flower wall/ Photo area for guest to create content

Glow Bar Flatlay Table



Flatlay table where guest can take flatlay photos with the new skintreats.



Glow Bar PR Goodies



Glow Bar Event Gift Bag

Retinol Tonic- 10pcs

Glow Tonic 100ml- 10pcs

Glow Tonic Cleansing Gel- 10pcs

Glow Tonic Serum- 10pcs

Vit C Juice Cleanser- 10pcs

Vit C Tonic- 10pcs

Vit C Serum- 10pcs

Vit C Caviar Balm -10pcs

Vit C Lotion-10pcs

Hydrating Milky Serum- 10pcs

Milky Tonic- 10pcs

Hydrating Milky Serum-10pcs

Hydrating Milky Makeup Remover -10pcs

(Guest will receive 3-4pcs of Skintreats depending on the line suited for them based on the consultation)

Vitamin C Line Event Place Pegs



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Online Executions



Pre

Create a contest online where 2 winners can get an invite to the event. They can mingle with their favorite influencers and take home goodies.

Mechanics: They have to follow @Pixibeautyph on IG and FB and engage online as much as they can.

During

Before the event starts, Pixi Team will do an IG live to tour viewers at the event and share what's the new collection.

Video coverage of the event highlights (for Facebook and IG TV)

Shoot and ask 3 chosen influencers what's their Pixi Favorite skintreat/ What new skintreat collection they can't wait to try and why.

Post

Boost video clips regarding the events online.



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Glow Bar Event Area

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Early bird

Address: GF Fort Pointe 2 Building, The Fort Complex, 28th St, Taguig, Metro Manila

Time: 24hours open

Number: 808 9269

Rates	
Event Area	3-6pm P 15,000
Catering	450/head P13,500
TOTAL	P28,500



Happy Garden Cafe

Address: Sunshine Place, # 56 Jupiter Street, Bel-Air 1740 Makati

Operating Hours: 11am -8pm

Number: 824 5440

Rates

Event Area & Catering	P845/head
TOTAL	P25,350



The Wholesome Table

Address: G/F Infinity Tower Suites, HV Dela Costa cor Leviste St Salcedo Village, Makati

Time: 7am-11pm

Number: 848-7777



Lanai Cafe

Address: C-4 The Alley at Karrivin Plaza, 2316 Chino Roces Ave, Makati, 1223 Metro Manila

Time: 11am-8pm

Number: 802 5427



Le petit soufflé

Address: Century City Mall, Kalayaan Ave, Makati, 1210 Metro Manila

Time: 10am-10pm

Number: 886 3056



Le Jardin cafe

Address: Ground Floor, Bonifacio Stopover Corporate Center, 31st Street corner 2nd Avenue, BGC 1634 Taguig

Time: 7am-10pm

Number: 09178176584

