

Mugler launches Angel Elixir pop-up at Paris Charles de Gaulle Airport



The animation is located at the heart of Terminal 2F and will remain open to the public until mid-June

[L'Oréal Travel Retail](#) Europe, Middle East, Africa & India has unveiled [Mugler's](#) first-ever pop-up at Charles de Gaulle airport in Paris, celebrating the launch of the fashion brand's new Angel Elixir fragrance.

The animation is located at the heart of Terminal 2F and will remain open to the public until mid-June. An installation with Mugler's iconic star and logo is the focal point, and the brand's television commercials are displayed on all surrounding media touchpoints. Upon entering, customers are first offered a Mugler bracelet, pre-sprayed with Angel Elixir. They are then accompanied to the podium by the staff for a multi-sensorial journey of discovering the "the Angel you don't expect," ranging from storytelling to olfactive and augmented reality adventures amongst a galaxy of stars. They can then download the snapshot for themselves and share with their online community.

According to the company, Angel Elixir has a woody floral scent and lives in Mugler's iconic star-shaped bottle, morphed into a captivating deep blue. A star optical fiber pedestal at the pop-up shoots a spray of this fragrance, which represents "a floral Milky Way in a bottle."

In addition to Angel Elixir, the pop-up also features the Angel EDP with both lines coming in different sizes ranging from 10-ml travel sprays arranged in a 3D printed holder to the 100-ml star bottle. Staying true to the brand's sustainability commitments, customers can also purchase the 100-ml refill bottle. This assortment can be found organized on a platform with a nebula transparent di-chronic film that stands out and adds a metallic element to the pop-up.

The entire shopping experience is amplified by Beauty Advisors who are on hand to support shoppers in their journey of experiencing this world of Mugler. Customers are also provided with an exclusive gift only for this pop-up, which includes a special Mugler phone case.