

Beat: Business

## **BOUTIQUE EPHEMERE QVC - A Location In PARIS Dedicated to PLEASURE**

Heart of PARIS, September 8 To 21, 2017

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**USPA NEWS** - The QVC France Shopping Channel is inviting Customers in the Heart of Le Marais (PARIS) to receive Makeovers and take part in Beauty Workshops. The 180sqm Space covering Two Floors, will offer Beauty Workshops and Fashion Advice, as well as Relaxation Areas....

The QVC France Shopping Channel is inviting Customers in the Heart of Le Marais (PARIS) to receive Makeovers and take part in Beauty Workshops. The 180sqm Space, covering Two Floors, will offer Beauty Workshops and Fashion Advice, as well as Relaxation Areas. QVC is publicising its Pop-up Shop with a 30-second Film on Youtube at and has set up a Dedicated Website for the Pop-up Store ([qvcparis.fr](http://qvcparis.fr)), where Customers can book Appointments and alert their Friends on Social Media. The Pop-up Store will last from September 8 to September 21, 2017 at 6 Rue des Archives in PARIS (11.00 am to 7.30 pm).

QVC combines the Best of Retail, Media and Social to engage Customers in a Modern Shopping Experience. QVC is based in United States, United Kingdom, Germany, Japan, Italy, France, China (JV)... offering an ever-changing Mix of Products, curated with Customers in mind. Any Celebrity can put his or her Name on a Product. But the Celebrities at QVC 'must' truly be involved with their Brands and Passionate about offering them to the World. QVC claims to be Always on the Lookout for the Next Big Idea, that New Item that's going to make Her Life Easier, more Comfortable, or just a bit more Fun.

Worldwide, QVC engages shoppers via 15 TV channels reaching more than 360 million Homes, Seven Websites with more than 1 billion Visits in 2016, and 195 Social Pages. In October 2015, Zulily joined the QVC Group, expanding the reach to Millennial Moms and the Digital-only Generation, and bringing Opportunities for Accelerated Mobile Leadership, International Expansion, and Personalization. QVC has evolved from TV Shopping to a Multi-Platform, Multi-Network Eexperience. Among Mass Merchants, the combined QVC Group (including QVC and zulily) is the #3 Mobile Retailer in the US, the #8 Mobile Retailer globally, and the #3 Ecommerce Player in North America, according to Internet Retailer.

Source : QVC Pop-Up Store Inauguration in Paris on September 07, 2017

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