

Bebe opens first lifestyle concept store in NY

By [Cassidy Mantor](#) - March 13, 2018

Bebe has opened its first retail concept store under its new brand management. The lifestyle concept offers customers an on-site beauty bar, stylists, a lounge, and customization bar in New York City.



Bebe

Sandra Campos, Co-President of Women's Apparel, Contemporary Brands, at Global Brands Group said the new store is designed to meet consumers' needs "whether they're just hanging out, picking up an outfit for an evening or event, or looking for personalized tailoring, styling and service."

The lifestyle concept is a new one for the brand, which was bailed out by Global Brands Group last year. Bebe will use the new retail store as a community space, bringing influencers and fashion industry insiders in for talks and educational events. On weekends, a DJ will spin in the store's lounge space.

The beauty bar is created in partnership with beGlammed and will offer on demand hair and makeup services on site. Customers can personalize their Bebe product with Swarovski crystals, patches and embroidery. To heighten its service model, in store stylists will deliver personalized service and product recommendations from denim to party dresses.

Ralph Gindi, COO of Bluestar Alliance, a licensee of Bebe since 2016, said the new concept store is "a fresh perspective to engage our loyal and new consumers of the brand."

A grand opening party will take place on Thursday March 15th. Jasmine Sanders and celebrity DJ Vashtie will be on site for the event as well as other influencers and fashion industry personalities.

The new Bebe store is located in Midtown Manhattan at 1 West 34th Street, between 5th and 6th Avenues. It is now open.

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