

— CASE STUDY · LUSH × OFFLINE GIRLS

Turning a beauty store into a recurring community destination.

Berlin • December 2024–December 2025

10 activations and 3 gifting collaborations across retail and community formats.



THE PARTNERSHIP

Not a one-off activation. *A year of recurring community programming.*

Offline Girls and LUSH Alexanderplatz developed a series of experiences designed around product discovery, social connection and physical retail.

The partnership grew from private after-hours workshops into seasonal concepts, skincare experiences and integrations within existing Offline Girls events.

Offline Girls is a Berlin FLINTA* community with 25K+ on Instagram, 5K+ on WhatsApp and 3K+ newsletter readers, featured in DER SPIEGEL, ZDF, rbb and tipBerlin.





THE FORMAT

A reason to enter the store, stay longer, and actually engage with the product.

OFFLINE GIRLS

Offline Girls owned the concept, promotion, ticketing, community communication, hosting and guest experience.

LUSH

LUSH provided the store, team, products, materials, gifting and retail offers.

IN THE STORE

Inside the store, workshops were paired with consultations, product testing, private browsing, food & drinks, goodie bags and social programming.

— 10 ACTIVATIONS · 3 GIFTING COLLABORATIONS

The format evolved with
the brand, the season
and the community.

08

IN STORE

Bath bomb making, face masks, skincare, seasonal workshops and product-led evenings.

01

SUNDAY WALK

LUSH joined an existing Offline Girls ritual with skincare consultations, sampling and product discovery. 111 sign-ups.

01

FRIENDSGIVING

LUSH hosted a bath bomb workshop, a branded stand and goodie bag integration at a flagship community event with 80 guests.

03

GIFTING & GIVEAWAYS

LUSH products in the goodie bags at the Offline Girls Christmas party and Easter egg hunt, plus an advent calendar giveaway for the community.

DOCUMENTED DEMAND

The community repeatedly chose
to show up – and pay to participate.

8 / 8

in-store activations sold
out

2 hours

for the fastest activation
to sell out

Full price

every guest paid: no
discounts, no free tickets

76 different guests attended across the series.



— BEYOND ATTENDANCE

The product was part of the experience, not placed around it.

Guests spent extended time with the LUSH team and products through workshops, consultations, testing, private shopping and take-home gifting.

FOUNDER OBSERVATION

Across most in-store activations, around two-thirds of guests made a purchase, often leaving with 2–3 products.

Purchase behaviour is observational and not based on LUSH POS data.

“The event was really lovely, super chill and fun, plus a really nice group. Everyone was chatting and getting along so well, we actually didn’t want to interrupt them to start the event.”

— Veronica, LUSH Alexanderplatz, after the Skincare Evening

THE SIGNAL FROM LUSH

The strongest result was that LUSH kept coming back.

The Alexanderplatz store team pitched seven event concepts themselves, from seasonal workshops to product launches, and LUSH PR supplied campaign assets for event promotion.

“The Offline Girls events were one of my favourite things about being a manager at LUSH. It was always something the other managers were jealous of.”

— Veronica, former Store Manager, LUSH Alexanderplatz

Proven in one store. Built to scale.



IN PERSON · ONLINE

Each activation can continue online, as recap content for the wider community.

Recap videos carry the evening beyond the guests in the room. Activations can extend online through recap content shared with the wider community. Three recaps reached around 32K combined views.

IN PERSON

Workshops, consultations and product time in store

ONLINE

Recap videos shared with the community after each event



RECAP 01

Skincare Sunday Walk

7.5K views

[Watch the recap →](#)



RECAP 02

Facemask Workshop

12K views

[Watch the recap →](#)



RECAP 03

Christmas Bathbomb Workshop

12.3K views

[Watch the recap →](#)

— WHAT THIS PROVES

Community can give retail a reason to become a destination.

OFFLINE GIRLS CAN

- bring a relevant female audience into physical retail
- create demand around recurring branded experiences
- turn product education into something social and participatory
- give guests meaningful time with products and staff
- extend the relationship beyond the store into existing community rituals

For beauty brands, the opportunity is not simply more footfall.

It is a reason for the right people to come in, stay, participate and come back.