



Pop-up nail bars have been slow to take off in Germany, so Larissa Bechtold is adding some gloss to the concept with Fingerbang, a series of nail artist-led pop-ups that will open across Berlin

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Fingerbang pops up in Berlin

- Nail pop-ups have not made as big a splash in Germany as they have in other countries
- Larissa Bechtold has brought the concept to Berlin, with an extra dimension
- Fingerbang is a series of pop-up nail bars that will travel across Berlin, headlined by international nail artists

Fingerbang will start its pop-up journey in the Mitte district

Germany has been slow to catch on to the nail bar trend. In Berlin the larger and more expensive department stores, such as KaDeWe or Galeries Lafayette, have small nail bars in-store, usually operated by nail care brands like Alessandro International, LCN or Mavala. And of course there are full-sized nail salons that offer the usual range of manicures, pedicures and nail art, with varying degrees of artistry and competence.



Pop-up nail art bars, however, are a tad more unusual. Berlin is rife with temporary fashion, cosmetics and lifestyle stores but temporary nail bars have so far been non-existent. This is now set to change with Berlin label Fingerbang's first pop-up nail art bar in the trendy Mitte district.

A Canadian in Berlin

Fingerbang is the brainchild of Canadian expat Larissa Bechtold, a nail polish enthusiast who decided to found her own company. The concept is unusual: Fingerbang is planning a series of pop-up nail bars across Berlin, starting in the Mitte district and eventually moving onto other Berlin neighbourhoods.

Each nail art event will last for just a few days and will feature different international nail artists, giving customers the chance to try out off-beat and highly visual nail art designs.

UK style

For the first temporary nail bar, The Fickle Finger of Fate (18-22 October), Fingerbang brought in The Illustrated Nail (Sophie Harris-Greenslade), This Made-Up Life (Marie-Isabel) and Deco Nails (Grace Humphries) from the UK, along with Swiss-French art duo Ben & Julia.



Because Bechtold likes nail polish brand Uslu Airlines – which fittingly enough has its headquarters just around the corner – she decided to spotlight Uslu polishes during the The Fickle Finger of Fate. Each nail artist also worked with his or her own preferred brands and products.

Resources

Berlin Cityscape, July 2012



The prices are competitive. A manicure with polish costs €26 and a manicure with two nail designs is priced €30. Full nail art starts at €40, gel polishes cost €30 and gel polish with 3D embellishments is set at €46. It is also possible to book nail art and 3D décor at €5 per nail, allowing customers to try out a design on one nail before splashing out on all 10.

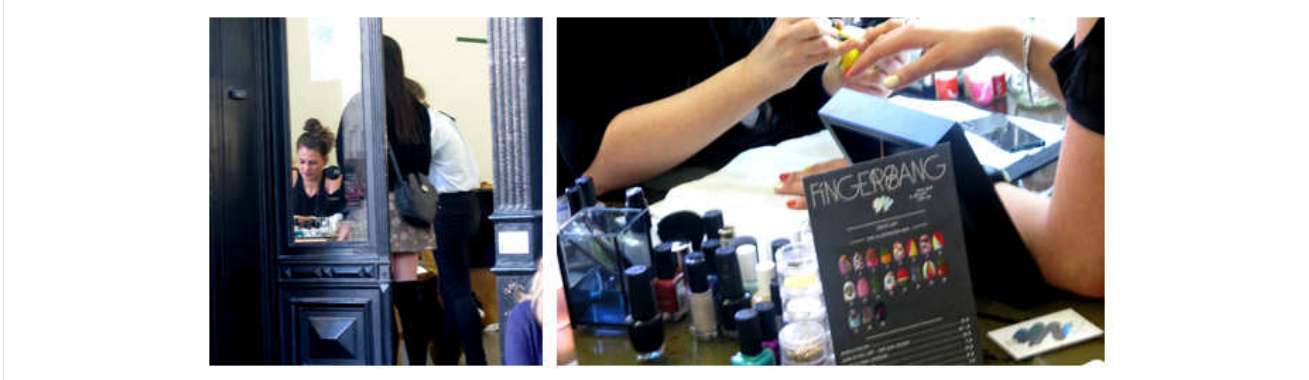


Creating synergies



Beauty & Personal Care

For The Fickle Finger of Fate, Fingerbang rented the rooms of Bold PR right on the middle of Torstrasse. Bold PR had initially planned its own press days to showcase its fashion, lifestyle and C&T brands and clients on those dates, but in the end the two companies decided to combine forces and run both events together. The result was a store space crawling with journalists, bloggers and the interested public. Bechtold says that for future nail art events she can also imagine hiring space in art galleries or artists' studios.



Eventually, Bechtold wants to open her own Fingerbang store which will only sell nail polishes and lipsticks, featuring a wide range of niche and international labels. The store will, of course, have a nail bar attached to it.



What's next

Nail bar pop-ups can draw inspiration – and an audience – from art venues, fashion stores and car shows

The pop-up nail bar concept offers almost unlimited possibilities for nail care manufacturers, especially for those specialising in nail art.

Companies can rent space in art venues, studios, galleries or lifestyle and fashion stores to tap into existing marketing and retail infrastructures. Depending on the venue, each nail art event could feature a different theme or style – graffiti, 3D art, rococo, art deco, art nouveau, space travel or carnival – or could simply showcase a particular nail art brand.

Companies can bring in different nail artists for each event, previewing the schedule on Facebook, Twitter and nail art blogs – or keeping the location secret to the last minute and making individual events by invitation only.

There are also potential retail tie-ins. Customers can buy the nail care brands used by the artists or purchase special limited edition shades which are on sale only during the nail art event. There could even be product launches timed to coincide with specific nail art events, commemorating a particular location, neighbourhood or city.

The German car industry also offers pop-up potential. Many nail polishes share substantial parts of their formulations with car paints and special finishes. Nail brands can create limited editions for car shows or to coincide with the launch of a new car. Tipping their hats to the vintage trend, brands can also develop extra exclusive limited edition polishes for veteran car rallies and museum exhibits.

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