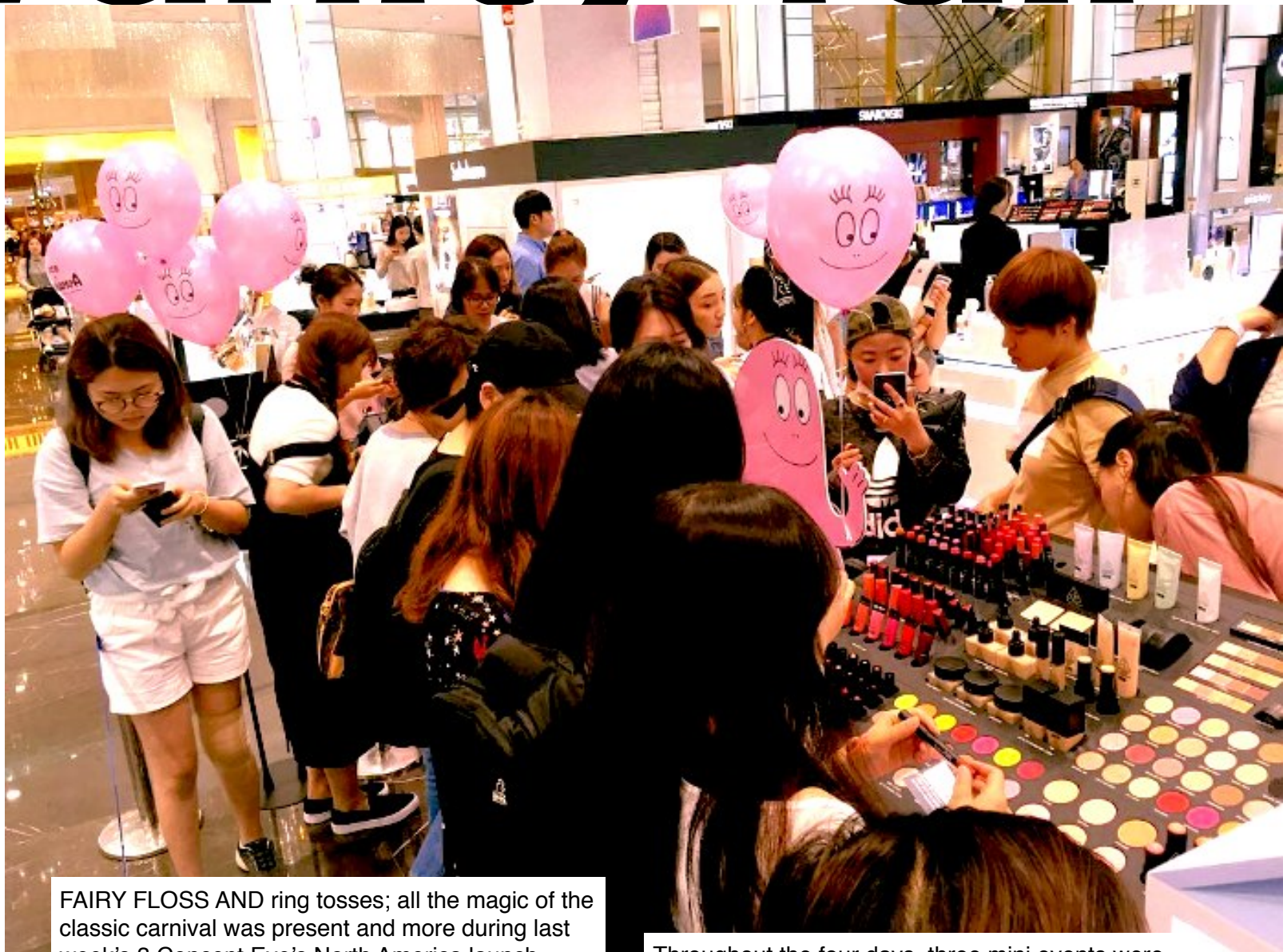


Canoe

Ball

The new tooth-achingly
sweet collection urban
Korean women have in
their makeup bags.

vanity fair



FAIRY FLOSS AND ring tosses; all the magic of the classic carnival was present and more during last week's 3 Concept Eye's North America launch. Using the carnival motif, Nordstrom in Downtown Vancouver hosted a pop-up shop celebrating Korean cosmetic brand 3CE's recent collaboration with French children's storybook character, Barbapapa.

Makeup enthusiasts and fans of both the pretty pink character and K-beauty products got to enjoy both in a funfair inspired event. Booths filled with the collection in its whimsical cotton-candy colored packaging was available for purchasing during the 4 day events as well as separate booths with food and games. Snacks included carnival favourites; cotton candy, popcorn, caramel apples, with game booths like darts and whack-a-moles (painted like Barbapapa himself) that rewarded winners with raffle tickets and 3CE products.

Though the French (and now Korean women) may be aware of the shape-shifting cutie, Barbapapa is relatively unknown in North American culture. The childhood storybook character stems from the french word for cotton candy; barbe à papa, which explains his pink and round shape. The entire collection features his kind-hearted expression in both packaging and in the shades selected for blushes, lipsticks, and eyeshadows.

Throughout the four days, three mini events were held to thank those who came out. The first day saw several lipstick giveaways; one of the three coral and pink based shades from the Barbapapa collection. The second welcomed Stylenanda (3CE's main brand) models, Park Sora and Jung Ha Byun, where guests enjoyed asking questions and taking selfies with the famous NANDA girls.

The final day included the final mini event; the raffle draw where participants had the chance to win the entire Barbapapa collection for free!

With the funfair activities, delicious food, and the overall pink-ness of everything, (and add free makeup to that) the Pop-up Shop Carnival was an entertaining and novel event that Vancouver doesn't get to experience often.

Though the pop-up shop is gone, items can still be purchased online through Stylenanda's international site for as long as the collection is available.