

MECCA COSMETICA

It's a shore thing: Mecca Cosmetica set to unveil new luxury store in Auckland's Takapuna

Opening in the heart of Takapuna on Thursday 8th March, MECCA's new beachside store will bring many of the world's most luxurious and coveted beauty brands to Auckland's North Shore for the very first time, accompanied by Mecca Cosmetica's signature first-class beauty service and expertise.

Among other firsts, the 175-square-metre M eacham N ockles-designed space will be the first New Zealand store to offer a full MECCA Perfumeria, complete with expert in-store fragrance concierge to guide customers through a truly sensory experience.

The store-within-a-store will offer up some of the globe's finest fragrance brands including signature scents such as Byredo, Diptyque, Frederic Malle and Maison Francis Kurkdjian.

The MECCA Trove concept also finds its first New Zealand home within the new store – a place to discover true beauty treasures from around the globe - featuring a handpicked selection of niche, undiscovered brands such as brow grooming specialists Le Sourcil, Iiuv candles and iconic Parisian skincare brand, Codage.

Coupled with makeup offerings from NARS, Hourglass, Chantecaille, Stila, ByTerry and RMS Beauty and skincare brands Sunday Riley, Tatcha, Dr. Dennis Gross, Kate Somerville as well as a dedicated Jetsetter travel section, the store will offer all of the cult-classic products that Mecca Cosmetica customers know and love plus some.

Mecca Cosmetica Takapuna will feature eight makeup stations available for makeup application or skin consultations and will be the eighth in New Zealand's MECCA store network of Cosmetica and Maxima beauty destinations.

**THE NEW MECCA COSMETICA TAKAPUNA OPENS THURSDAY 8TH MARCH AT 9AM
AND IS LOCATED AT 67 HURSTMERE ROAD, TAKAPUNA, AUCKLAND.**

**FOR THE FULL MECCA STORE LISTING IN NEW ZEALAND PLEASE VISIT:
[HTTPS://WWW.MECCABEAUTY.CO.NZ/STORE-LOCATOR](https://www.meccabeauty.co.nz/store-locator)**

FOR FURTHER INFORMATION PLEASE CONTACT:

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