



2023 Cannes Pajama Party

Recap of activation

Overview

Event

At a private villa overlooking the Bay of Cannes, we sponsored The Annual Cannes Pajama Party for the second time to kick off the acclaimed French film festival!



Goals

- Increase brand awareness
- Build strong relationships & expand our customer base



Highlights

Event, Gifts, Pajamas, Press Release

Gift Bags

Gift Bags

Branded gift bags contained a card with an exclusive QR code and a sleep mask



Who Wore What



Event



Press Release

Press Release

By Susan

As one of the most iconic events at Cannes , the annual Cannes Pajama Party, was an absolute success as one of the first parties of the renowned film festival.

With over 300 guests in attendance, pajamas of different styles, like the beautiful sponsor SKIN, the New York-based internationally acclaimed, luxury loungewear, sleepwear and clothing brand, were worn up and down the red carpet and into the charming villa.

With Skin luxury pajama and essentials brand as a sponsor of the Cannes Pajama Party, the excitement and energy was at an all time high. The stunning founder of Skin, Susan Beischel, sported a navy silk skin body print designed to honor all shapes, sizes and colors of women, reflecting the silky night air and was glowing and engaging guests around the event.

The party also featured music, dancing, light bites, and flowing champagne and signature cocktails. There is only one rule to attend the PJ Party: Guests must wear full length pajamas. The party is also a democratic mix of film students who are able to rub shoulders with acclaimed directors, producers, and actors, to help grow their careers.

Guests included the elite of the film industry and a wide range of talent attending the festival including award winning actors and actresses and huge influencers. After hosting a wildly successful skin collaboration of skin styles designed and inspired by the South of Italy for an exclusive event at Le Bon Marche' in Paris, skin influencer Andreea Ali attended the PJ Party in luxurious skin silk pajamas in a beautiful topaz shade. Actor/Producer Vincent de Paul, who most recently produced the feature length documentary film celebrating the extraordinary life and career of Italian fashion designer Gianni Versace, attended the party in the skin internet viral best selling Sierra Duvet Robe in the shade of the sea!

Hosted at the Villa Aloha, overlooking the sea, the party brings both luxury and comfort in a way that brings silks to the red carpet in a new way. From robes, to slippers, to sleep masks and more, paired with good energy, the event brought together the fun and comfort of everyone's favorite time of evening and out of their beds. The Cannes PJ Party was a night to remember kicking off the festival event season with comfort, fun and ease.

Marketing Channels

Social

Instagram : May 16th - May 22nd

IG Posts	
In feed	3
Stories	46
Reels	1
Total	50



Posted : May 21, 2023 2:43 PM

Reminiscing on a beautiful event with spectacular people 💕 #cannes2023 #pajamaparty #cannesparty



Posted : May 17, 2023 11:25 AM

We're sponsoring The Annual Cannes Pajama Party tomorrow and couldn't be more excited!! #cannespjparty #cannesfilmfestival



Posted : May 19, 2023 5:39 PM

Thank you @thepj.party for such a beautiful event with so many amazing individuals! The Annual Cannes Pajama was unforgettable 💕 #cannes2023 #pajamaparty #sponsor



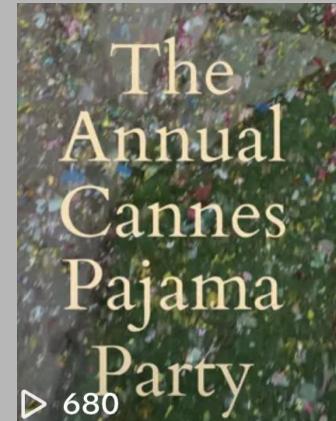
Posted : May 18, 2023 10:23 AM

Today's the day we're sponsoring The Annual Cannes Pajama Party! #cannes #cannesfestival #cannespj-party #cannes2023

IG Growth/Interactions	
Total Followers	67 (+0.250%)
Profile Views	2,745
Website Clicks	404
Impressions	196,998
Reach	13,642

TikTok Videos	
Total	4

TikTok Metrics	
Views	2.25k
Likes	45
Comments	0
Shares	2
Follower Growth	5

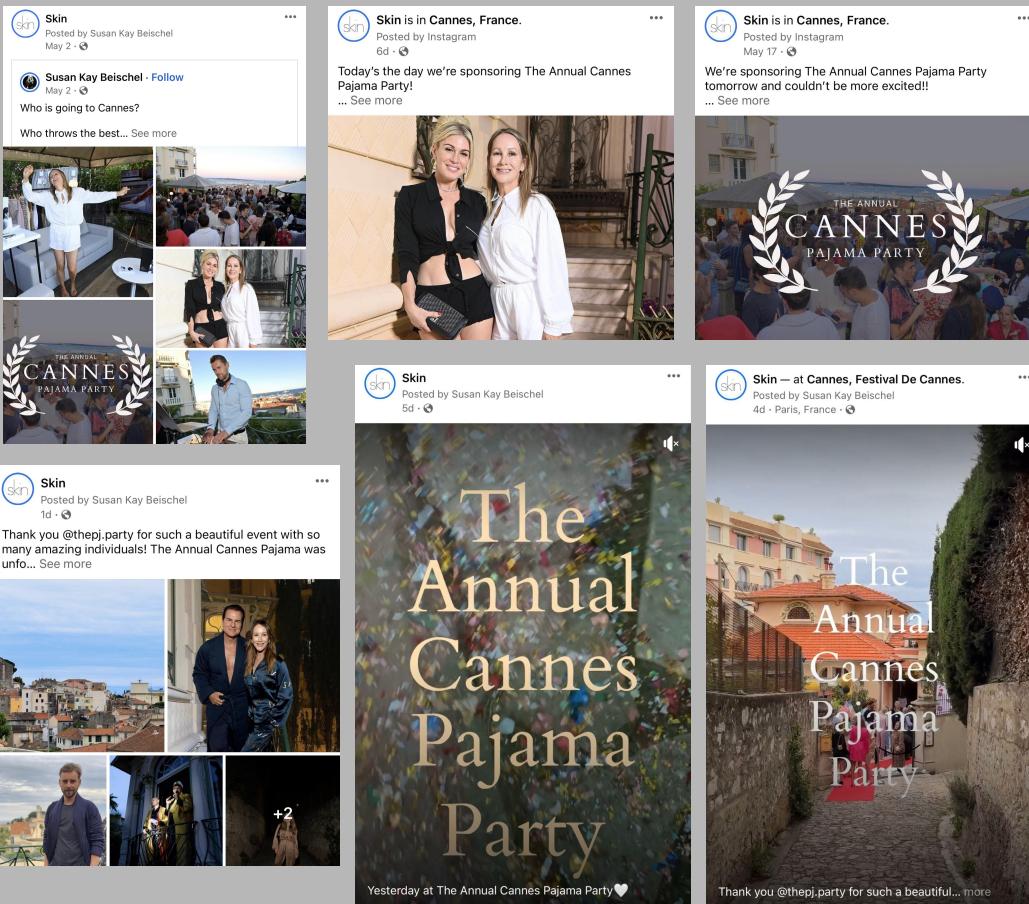


Facebook : Feb.11 - Mar.1

Facebook Posts

Videos	2
Posts	4
Stories	46
Total	52

Facebook Metrics	
Video Views	589
Likes	34
Comments	3



LinkedIn Posts	
Videos	0
Posts	2
Total	2

Linkedin Metrics	
Likes	7
Comments	0

skin **skinworldwide**
245 followers
2w ·

In 2021 we hosted the 4th annual Cannes Pajama Party to kick off the acclaimed French Film Festival. We're ...see more

skin **skinworldwide**
245 followers
1d ·

Thank you @thepj.party for such a beautiful event with so many amazing individuals! The Annual Cannes ...see more

Social Summary

- Instagram: Our static posts performed well but our Reel had the best engagement. We showcased the lead up, every aspect of the event, and recaps in stories while also engaging with our audience through polls.
- TikTok: Even though the same video was posted on IG and performed well, our key metrics were average in comparison to previous videos on this specific channel. This comes as no surprise considering Instagram is our top performing channel.
- Facebook: Our audience engaged well with our static posts and reels.
- LinkedIn: Performance was higher than usual for our lead up and recap posts which was great!



Email

Emails :

We sent out several emails to Launch the collection, talk about our special collaboration, and showcase the pop up shop at Bon Marché.

Email #1	
Total opens	19,443
Total clicks	422
Total order placements	46
Revenue	\$10,327.46

Email #2 recap	
Total opens	13,615
Total clicks	254
Total order placements	16
Revenue	\$3,707.98



WE'RE BACK AT CANNES

the PJ PARTY
CANNES 2023

We love co-hosting the Cannes PJ Party! Why? Because it optimizes everything we love: People brought together, enjoying life (in pajamas nonetheless) whilst being comfortable in their own skin.

See what we wore last year






[SHOP PJS](#)

Night of Stars and Silky Dreams

bedjdie is what dreams are made of. Embroidered in organic, soft silk and fine cotton, just as stars in the sky in enhancing the celestial theme. The soft, flowing fabric is perfect for a night of elegance, with increased movement during those sleepless dreams, and a sense of comfort, relaxation, and safety in your own dreams.

[SEE MORE FROM THE NIGHT](#)

Sneak peek at what we're thinking for tomorrow




The Tatum PJ are made from our high-quality washable silk. Look closely and you'll see the female body spelling out Skin.

[SHOP THE LOOK](#)

Share the love. Throw your own pajama party!

Top for throwing a successful party: Follow our tips for a successful pajama party or create loose guidelines that give people something to follow while still allowing for creativity!






[SHOP SLEEP](#)



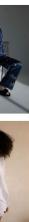
WE'RE BACK AT CANNES

the PJ PARTY
CANNES 2023

What We Wore

Indulging silk slippers and Pjama pants, we made the Cannes 2023 PJ Party a sold-out, intimate, and festive affair with absolute optimism.



[READ THE BLOG](#)

The Rewards Program

Share 20, receive 20 & so much more

Sign up today and start earning points on every purchase. From apparel to birthday specials and exclusive Test access to our most coveted sales and launches, join us and unlock the rewards you deserve.

[SIGN UP](#)

Peppie to feel great in your skin.

FOLLOW US ON SOCIAL:







Bras
Underwear
Sleep
Loungewear
Mens

No longer want to receive these emails? Unsubscribe.

Find us! West 36th Street New York, New York 10018

What We Wore

Indulging silk slippers and Pjama pants, we made the Cannes 2023 PJ Party a sold-out, intimate, and festive affair with absolute optimism.

Site

Updated Community Page

We updated the community tab to feature the 2023 pajama party

skin

SHOP ALL BEST SELLERS SHOP BY FABRIC SHOP BY STYLE WHAT'S TRENDING ABOUT COMMUNITY MENS

EVERYTHING YOU NEED TO KNOW

The Cannes 2023 Pj Party

Last week, we headed back to our favorite event of the year, The Cannes Pj Party. We love partnering with Cannes for this annual event because it epitomizes everything we cherish. People brought together, enjoying life and the arts (in pajamas nonetheless) while being comfortable in their own skin.

See what people wore

Throw your own Pj party

A theme party is a great excuse to bring together friends, relax and be yourself. Tips for throwing a successful party: Pull inspiration from your favorite movie characters or create loose guidelines that give people something to follow while still allowing for creativity! See some of our favorite pajama sets.

SHOP PAJAMAS

There are just two rules: You must be on the list and you must be wearing pajamas.

Andrea Alí wearing an exclusive Moda Operandi silk deep set.

JULIA TAKI
\$198.00

DARLA SATIN PJ SET
\$198.00

JARRY / CHOP TOP
\$198.00

NAELIA & SABRINA
\$198.00

Conclusion

Results & Moving Forward

Results

The Pajama party was a great opportunity for us as a brand! The event had an amazing turnout and we were able to reach our goals :

- Increase brand awareness
- Build strong relationships & expand our customer base

Moving Forward

Taking part in an event like this is a great way to be present in the community and interact with our audience. Being a part of such a renowned event is an amazing opportunity to attract new customers, gain press, and promote the brand!

