

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



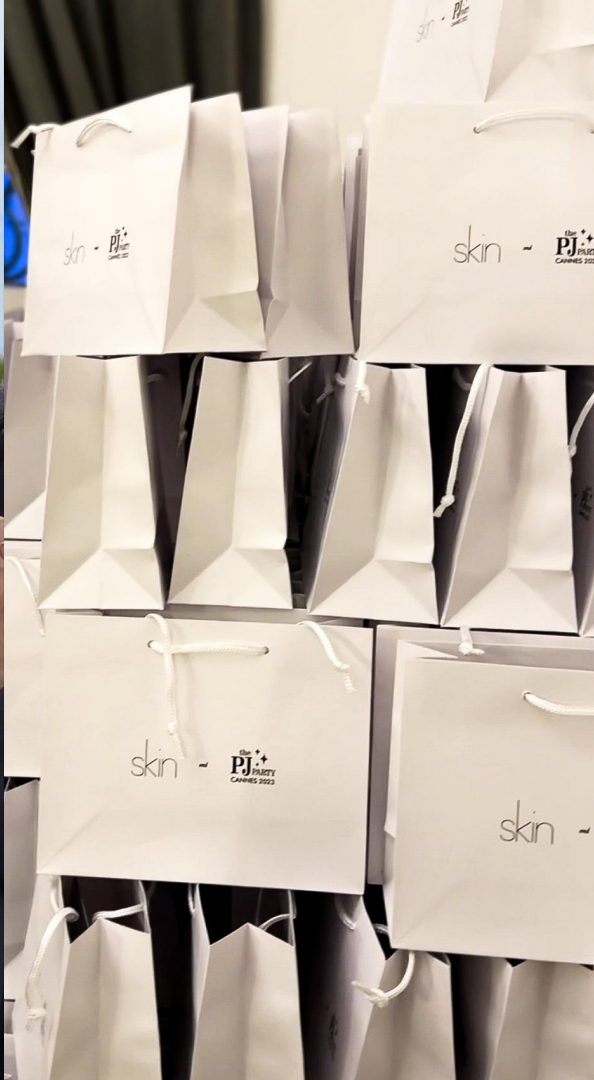
Highlights

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

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



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!! #cannesparty #cannesfilmfestival



Posted : May 18, 2023 10:23 AM

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

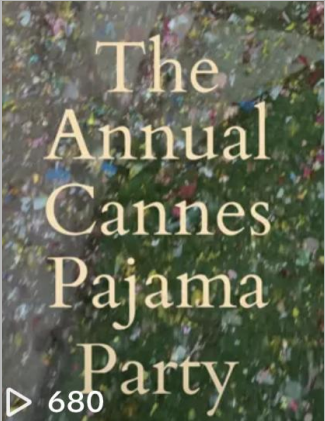


Posted : May 19, 2023 5:39 PM

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

TikTok Videos	
Total	4

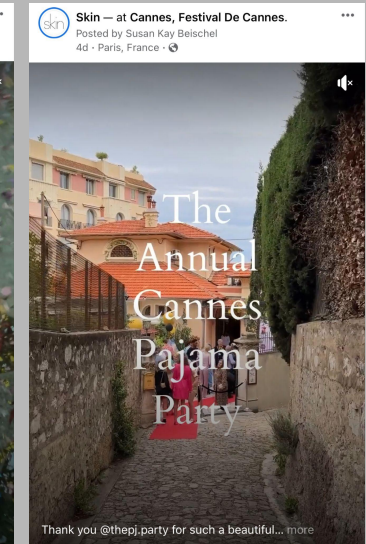
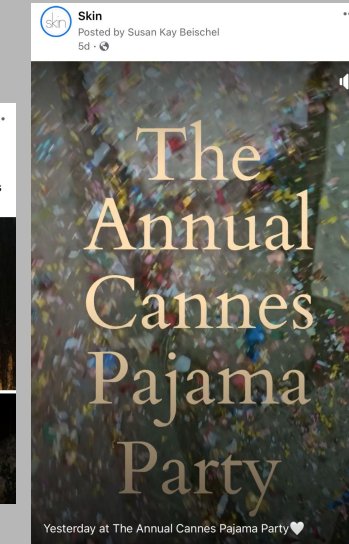
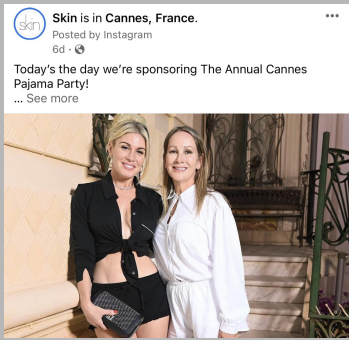
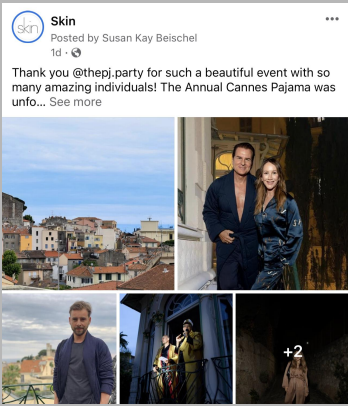
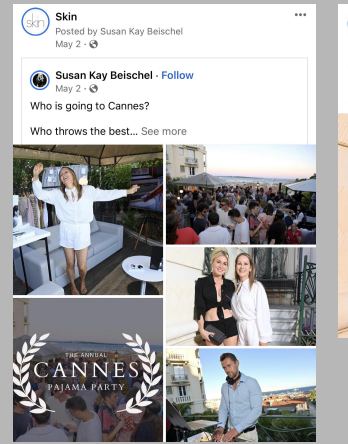
TikTok Metrics	
Views	2.25k
Likes	45
Comments	0
Shares	2
Follower Growth	5



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

skinworldwide245 followers2w • 🌐

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




skin

skinworldwide245 followers1d • 🌐

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Thank you @the**pi**.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

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

skin

WE'RE BACK AT CANNES

We love co-hosting the Cannes PJ Party!
 What? Because it's quintessentially everything we love:
 People brought together, enjoying life (in Pajamas
 nonetheless) while being comfortable in their
 own skin.

See what we wore last year

SHOP PJS

*Sneak peek at what we're thinking
for tomorrow*

The Tamsyn PJ's are made from our high quality
washable silk. Look ahead and you'll see the female
body getting on skin.

SHOP THE LOOK

**Share the love. Throw your
own pajama party!**

Tips for throwing a successful party:
 Pull inspiration from your favorite movie characters
 or even leave guidelines that give people
 something to follow while still allowing
 for creativity!

SHOP SLEEP

skin

**The Cannes 2023
PJ Parry Recap**

Night of Stars and
Silky Dreams

It didn't take long before the night of red carpeted events, soft
 silk and fine French cuisine, led us into a world of pure
 comfort. Experience a night where luxury and elegance
 converge with relaxed sophistication. Drawing inspiration from
 timeless cinematic moments, we've created a collection of
 elegant, yet cozy sleepwear designed to keep you warm,
 relaxed, and inspire your inner dreamer.

SEE MORE FROM THE NIGHT

What We Wore

Including all the elegant and ultra-comfort
 materials, the Cannes 2023 Pajama Party included
 content with affiliate opportunities.

READ THE BLOG

The Rewards Program

**Share 20, receive 20
& so much more**

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

SIGN UP

Purchase to feel great in your skin.

FOLLOW US ON SOCIAL:

Facebook Instagram Twitter YouTube

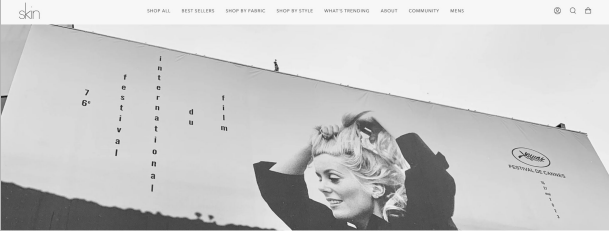
Bias
 Underwear
 Sleep
 Lounge
 Mena

No longer wanted receive this email (Unsubscribe)
 Skin PJ's New York New York, New York, NY 10012

Site

Updated Community Page

We updated the community tab to feature the 2023 pajama party



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



There are just two rules: You must be on the list and you must be wearing pajamas.
Andrés All wearing an exclusive Moda Operandi skin deep suit



TAMSYN PJ SET
\$1,000.00



Share the love

Throw your own PJ party

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

SHOP PJAMAS



JASCO TANK
\$100.00



CELA & SHAY PJ SET
\$100.00



JERRY CROP TOP
\$100.00



BARBARA & ALYSSA
\$100.00

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!

