Beat: Lifestyle

This Weekend: HÄAGEN-DAZS the "SUMMER OF LOVE" w/ PIERRE HERME PARIS

HÄAGEN-DAZS MACARON

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USPA NEWS - HÄAGEN-DAZS celebrates the SUMMER OF AMOUR this Weekend To celebrate the Launch of its New Collection in Collaboration with Pierre Hermé Paris, Häagen-Dazs celebrates Love aboard an Incredible “Love Bus” which travels the Streets of Paris from Today until Monday June 19...

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A Unique Experience awaits Visitors: on the Ground Floor, the Possibility of posing as a Duo for Studio Harcourt, a "Veritable Monument" of French Photography, and on the Terrace of the Bus, Participants will then be able to Taste the Collection of Macaron Ice Creams Häagen-Dazs & Pierre Hermé Paris. Twenty Portraits with a Unique Pink Filter, created especially for the Occasion by Studio Harcourt, will then be exhibited at Place Stravinsky from June 23 to 25. An Exploration of Love in all its Forms!

Since 1960, Häagen-Dazs has been offering Ultra-Gourmet Ice Creams, elaborated with Care, thus becoming a Symbol of Pleasure in the Collective Unconscious. This Year, the Brand is going even further in Pleasure, with the Launch of a Unique Collection in Collaboration with Pierre Hermé Paris. An Exceptional Taste Experience thanks to the Marriage between the Macaron of the "Pastry Picasso" and the Ice Cream of Ice Creams.

To celebrate the Meeting of these two Houses, Häagen-Dazs is organizing the "Summer of Love" in Paris, a Free Event open to All, around Two Highlights: The Love Bus Tour: from Friday 16 to Monday 19 June. The Place Stravinsky Photo Exhibition: from Friday 23 to Sunday 25 June.

- LOVE BUS TOUR

From Friday June 16 to Monday June 19.

The Häagen-Dazs & Pierre Hermé Paris “Love Bus” will circulate in the Parisian “Love Spots”. He will meet all those who Love Each Other: Duos of Friends, Family or Lovers. Its access will be Free and open to All. For the Exact Bus Route, visit the Häagen-Dazs Instagram Account.

On the Ground Floor of the Bus, the First Itinerant Studio Harcourt will immortalize Duets on Glossy Paper, with a Pink Filter created especially for the Occasion. Duos will enjoy a 5-10 minute “Blink” Photo Session, during which they will be coached on how to capture their Naturalness through the Lens. They will be able to choose their Photo and receive a Paper Print signed "H" in a Box as well as a Print in Digital Format. As a Couple, with Friends, with Family, all Duos will be welcome to celebrate Love with a Capital A.

In addition, 20 Duos will be selected and will have the Privilege of Participating in a “Prestige” Photo Session lasting 30 minutes. They will receive Advice on adopting the Poses that will enhance them and the Photos will be Carefully Retouched. Participants will receive an Art Print signed "Harcourt Paris" in an Exclusive Box, as well as a Digital Version. Their Portraits will be presented from June 23 to 25 on Place Stravinsky in Paris during a Major Exhibition.

The Photographed Duos will then be able to Taste the Entire Häagen-Dazs & Pierre Hermé Paris Range while Enjoying a Breathtaking View of the City of Love from the Bus Terrace (accessible only to Participants).

- THE EXHIBITION - Place Stravinsky in Paris

From Friday June 23 To Sunday June 25

Walkers will be invited to discover the 20 Prestige Photos during an Exhibition Revealing, Sublimating and Celebrating Love. She will explore Different Forms of Love, while Capturing the Singularity of the Bond between Two Beings. Studio Harcourt will highlight its Know-How around the Chiselling of Controlled Tungsten Lighting, to create the First Duo Portraits with a Pink Filter.

On Structures 2.5 m High, the Photos will take place with a Little Anecdote left by the Duo during their Photo Session in the "Love Bus". Visitors will also be able to Taste the Häagen-Dazs Macaron Range for Free, during Opening Hours at a Corner set up for this Occasion. (3:00 p.m.-6:00 p.m.)

- SHOPS ACTIVATION

In the Same Way that Lovers hang their Padlocks to seal their Love on the Bridges of Paris, before throwing the Key into the Seine, Häagen-Dazs invites All Couples to come to its Shop on Avenue de l'Opéra to hang their Padlocks and celebrate the Summer of Love.

Source: Häagen-Dazs & Pierre Hermé @ Pink Mama in Paris
On June 15, 2023

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