

EventId: 920007

Halia Francis 04/27/2026 01:15 PM

Event Details

Event Id: 920007

Event Name: Estee Lauder Mobile Tour

Event Description: This spring Estee Lauder hits the road with an immersive mobile beauty experience designed to bring the power of Double Wear Foundation directly to consumers. Housed within a striking Looking Glass Bus the traveling mobile tour will visit New York City transforming high-traffic locations into moments of discovery connection and conversion. Inside the bus guests are welcomed into a curated beauty environment featuring professional makeup stations where expert artists provide personalized shade matching tailored to each individuals skin tone. Consumers are invited to experience Double Wear Foundation firsthand leave confidently matched to their shade and walk away with samples to continue the experience beyond the event.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 06/13/2026 06:00 AM

Start Date: 06/13/2026 11:00 AM

End Date: 06/13/2026 07:00 PM

Breakdown Date: 06/13/2026 08:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 500 to 999

Non Profit Organization: No

Received Date: 02/23/2026 02:49 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Danisha Beltre

Applicant Address: [REDACTED] NY 10022

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]
 Applicant Cell Phone: [REDACTED]
 Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	SPRING STREET between LAFAYETTE STREET and MULBERRY STREET	Sidewalk and Curb Lane Closure	West		Manhattan	2	5	10012

Sponsor Details

Sponsor: Estee Lauder
 Sponsor Address: [REDACTED] NY 10022
 Sponsor Email:
 Sponsor EIN:
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website:

Producer Details

Producer/Organization: Vector Media / Danisha Beltre
 Producer Address: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Cell:
 Producer Fax:
 Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 2,
 Affected Precincts 5,
 Affected City Council Dist: 1,
 Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 500 to 999.
- 2 The event will contain the following commercial branding and/or advertising elements: *Yes, the mobile looking glass bus will be wrapped with branding from the brand*
- 3 There will be red carpet, rope and/or stanchions used at this event.
- 4 The event will have on-site security. Following is the on-site security plan: *We are in initial stages, but we plan to have security on site at all times. The security has not been booked yet..*
- 5 Truck-mounted generators will be used at this event. **FDNY approval is required.**
- 6 There will be oversized vehicles that exceed 13'6" in height, 8' in width and 55' in length. Following are the details: *We will use a looking glass bus. The dimensions are 45ft long, 12.25ft wide, 12ft tall. A DOT Over-dimensional Vehicle Permit is required.*
- 7 There will be bleachers, grandstands or other related structures at the event. Following are the dimensions and description: *Stairs - 4 ft wide*
- 8 There will be a prop at this event. Following are the dimensions and description: *Standing signage. Do not have these dimensions yet*
- 9 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**

Event Conflict Details

Refresh to see updated conflicting events

No conflicting events found