

Armani beauty celebrates the holidays in Haikou with exclusive pop-up



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At the pop-up store, visitors could take part in a series of experiences in line with the festive season. Guests participated in an interactive mobile game and selected a wish to be projected on the Armani Ferris Wheel.

A pair of wheel cabins were featured outside the pop-up store. According to the brand, the first one served as the "perfect photo moment souvenir," while at the the other one, visitors could collect a souvenir for their journey.

To enhance the experience, a 30-minute festive light was displayed at the pop-up every weekend of the month.