

Armani Beauty partners with Gebr. Heinemann in holiday pop-up at Copenhagen Airport



Armani pops up with Gebr. Heinemann at Copenhagen Airport

To celebrate the holiday season, Armani Beauty has opened an exclusive pop-up at Copenhagen Airport, in partnership with Gebr. Heinemann.

Running in Terminal 1 until December 31, the pop-up highlights Armani Beauty's fragrance, skincare and makeup lines. Its design evokes the serene beauty of the Alps region, celebrating the holiday season with vibrant displays and exclusive offerings.



Visitors are welcomed with blotters, scented with a fragrance of their choice. Make-up artists offer the visitors exclusive services, sharing their secrets for creating captivating festive looks while an interactive photobooth allows visitors to capture and share their holiday season look. At the postcard station, visitors can create personalized greeting cards and, before leaving, can create the perfect gift with personalized engraving and elegant wrapping service.

L'Oréal Travel Retail crafts an unparalleled experience, a journey within a journey, through personalized beauty, highlighting the sense of time to capture precious moments for travelers.

Following its debut at Copenhagen Airport, the Armani Beauty Holiday concept will roll across key airports in Europe, the Middle East, and Africa, ensuring a special experience for travelers everywhere.