

Armani celebrates Year of the Tiger in Sanya, Hainan

To celebrate the Year of the Tiger, Armani Beauty is hosting a series of events featuring pop-up stores across Hainan throughout January and February.



The pop-ups such as this one located at China Duty Free Mall showcase the brand's beauty pillar products, using at multiple touchpoints to symbolize strength and longevity

A pyro drone show could be seen from the China Duty Free Mall in Haitang Bay on January, 22nd and 28th, and February 1st, New Year's Day, including striking formations and festive greetings.



The Armani Beauty Makeup show inside the pop-up at Lagardère Duty Free Mall

At Lagardère Duty Free Mall, an immersive 3D LED wall animation using the same visuals was displayed.

The Armani Beauty products showcased in the pop-ups and highlighted during the pyro drone show and 3D animation includes Sì Passione, Lip Maestro, Crema Nera, Armani / Privé Thé Yulong and the My Armani to Go Cushion new plissé case.