

# Armani partners to present golden pop-up in Jeddah



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Giorgio Armani Beauty, part of L'Oréal Groupe, and Lagardère Travel Retail Middle East have teamed up to showcase the exclusive Armani Privé Golden Box at King Abdulaziz International Airport (KAIA) in Jeddah. Since its installation, the pop-up remains a little gem enclosed within the Saudi airport.

The animation space provides a multi-sensory experience for discovering scents, personalized fragrance consultations, and a dedicated wrapping station. As visitors step inside the space, they are enveloped in a world of sensory wonder and invited to discover Armani Privé's collections. The pop-up is meticulously designed and curated to embody the essence of an "Atelier des Emotions." The installation encourages travelers to explore the fragrance assortments of Armani Privé by allowing them to choose an emotion and select the corresponding scented cube. After making their choice, passengers receive a personalized olfactory consultation to identify their ideal fragrance.

The pop-up displays all Armani Privé collections: Le Eaux, Les Terres Précieuses, Les 1001 Nuits and La Collection, highlighted by "1001 Nights," which features fragrances infused with the infinite splendors of the Orient - a voyage through an exotic world of magic and sensuality. Rose D'Arabie is

the flagship product from the collection, the incarnation of opulent sensuality for Giorgio Armani. Inspired by the beauty and opulence of a royal rose, the name itself suggests a connection to Arabian aesthetics and the rich history of perfumery in the Arab world.

According to the company, prioritizing an exceptional shopping experience for customers is a central focus for Armani. The store enhances the Armani Privé brand within a luxurious setting, ensuring unforgettable moments for visitors in a top-tier travel destination.



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Niels Juhl, L'Oréal Travel Retail Europe, Middle East, Africa, India General Manager says, "We are thrilled to unveil this state-of-the-art luxury podium and extend an invitation to global travelers to engage in an exclusive haute couture fragrance experience."

Shannon Pye, Category Manager - Beauty from Lagardère Travel Retail Middle East, adds, "The addition of the Armani Privé Golden box at Jeddah Terminal 1 has greatly enhanced our customer experience and resulted in exceptional sales growth. We are thrilled with the positive impact it has had on our business thanks to our continued collaboration with L'Oréal Groupe."