

Armani Beauty unveils fragrance pop-up at LAX



[Armani Beauty](#) has unveiled the first Armani Code pop-up in Travel Retail Americas, at the [Los Angeles International Airport](#) (LAX) DFS TBIT store.

According to the company, the event pad showcased the new Armani Code Parfum, a long-lasting woody aromatic blend that speaks to a man who re-writes the codes of masculinity. The space was designed to provide a unique and immersive experience for travelers passing through LAX, with visuals featuring actor Regé-Jean Page, Armani's new ambassador.

The launch was amplified by an innovative O+O digital activation to engage travelers at each step of their journey to drive even more traffic to the store. This initiative captured all men fitting the target demographic in a crucial moment outside of the airport, enticing them to stop by their closest DFS store to retrieve a complementary Armani Code Parfum sample and discover the fragrance.

The campaign succeeded in reaching consumers on-the-go, allowing Armani Code Parfum to capture a wider audience, and resulting in generating increased sales growth, higher visibility for the brand, and creating a buzz among travelers passing through LAX.