

Giorgio Armani MY WAY's memorable launch in Haitang Bay



Giorgio Armani Beauty presents its new feminine fragrance, My Way, in a captivating eco-designed outdoor podium at Sanya International Duty Free Shopping Complex

L'Oréal Travel Retail Asia Pacific created an eco-designed outdoor podium China Duty Free, Haitang Bay Mall to launch Giorgio Armani's new fragrance MY WAY. This activation continued throughout the month of May as visitors were invited to experience the fragrance.

The story behind MY WAY is the reflection that life's journeys shape our character, and how we create our unique life story through the people we meet and the moments we live.

The MY WAY podium, which draws in customers with a giant 3m-tall flacon of MY WAY, presents a spirit of curiosity and connection that reveals the wonders around us.

A VR travel experience allowed guests to experience the world using a VR headset or their smartphone, guided by actress and ambassador of MY WAY Adria Ariona.



The brand offered consumers a virtual traveling experience via a VR device to become immersed in the culture of Japan; more specifically, a traditional matcha tea ceremony and the Thai Loi Krathong Festival



Among other VR experiences, guests could cast floating lanterns into the water and experience the dazzling lights of the Loi Krathong Festival in Thailand or partake in the meticulous ritual of a matcha tea ceremony in Tokyo.

Visitors could sift through postcards depicting various cultural experiences from around the world, being reminded of the power of travel to pave the way into new horizons and engage in unfamiliar rhythms, which forge the life stories that make us unique.

These visitors could then mail a personalized postcard with their own polaroid to a loved one, sharing the unique character of the island province of Hainan.

Visitors were presented with videos that unveiled the delicate craftsmanship and mindfulness of every detail, where each bottle is conceived with the environment in mind and designed to last. Each perfume bottle captures the lived experiences that inspire MY WAY and expresses the authenticity of every new experience to come. Visitors were able to make MY WAY theirs and take home a MY WAY talisman of their own.