

Sanya hosts Giorgio Armani CREMA NERA pop-up spa



Celebrities Orfila Wu and Vin Zhang were invited to experience this personalized skincare journey

The Sanya EDITION hotel featured Giorgio Armani's ultra-premium skincare range CREMA NERA during the month of May, with a pop-up space and spa. Visitors were offered different experiences and personalized services featuring the range.

The initiative began May 1st during the Golden week. An exclusive launch event welcomed local celebrities Orfila Wu and Vin Zhang in addition to local press, influencers and VIPs. A livestreaming moment allowed celebrities to share their CREMA NERA experience with their online community.

Guests at the launch took a personalized skincare journey via immersive activities and an interactive masterclass, where they discovered the science and reviving properties behind CREMA NERA — the line's items are infused with the REVISCENTALISTM extract, from the Myrothamnus flabellifolia resurrection plant, which is able to revive with just a few drops of water after months of dry-out.



