

Valentino Beauty lands in travel retail with fragrant duo



Valentino Beauty's Made in Roma fragrances are showcased at a pop-up in Istanbul International Airport

Valentino Beauty has made its debut in travel retail locations in Europe, the Middle East, Africa and India with two Born in Roma fragrances for women and men.

The fragrances, which made their debut on September 21, have been or are being showcased in a number of airports, such as Rome, London, Istanbul and Dubai, on pop-up stands featuring the brand's eye-catching colors and haute couture codes.

Valentino's logo stands out in huge letters on the pop-up stores to attract attention.

Valentino Beauty celebrates Rome in the floriantal women's line, made of three jasmine flowers, blended with vanilla bourbon, pink pepper and a woody overdose, which makes this new scent a modern feminine fragrance.

Born in Roma for men is an aromatic woody vetiver featuring cool mineral salt, violet leaves absolute, smoked vetiver, and ginger.

The print campaign featuring Adut Akech and Anwar Adid, conceived by Pierpaolo Piccioli, was shot by the talented duo Inez and Vinoodh who capture the mystery and romanticism of a couple.

The film, directed by Harmony Korine, is shown on the screens displayed on various pop-up stands.

Valentino Beauty will be rolled out to more airports in the coming weeks, L'Oreal Travel Retail said.