

# Valentino Beauty and Extime Duty Free open pop-up at Charles de Gaulle



The immersive pop-up is open to visitors until April 15

[Valentino Beauty](#) Travel Retail Europe has unveiled its latest pop-up experience as part of an exclusive partnership with [Extime Duty Free](#) (Groupe ADP & Lagardère Travel Retail) to celebrate the launch of its Born in Roma Intense fragrance. The 20-square-meter space is located in Paris Charles De Gaulle Airport Terminal 2.

According to a press release, "It's a tribute to Valentino's DNA with its circular architecture reminiscent of a Roman palazzo, walls embossed with the brand's signature pink studs and neon touches that add an edgy coolness to the design. From day to night, the intensity rises with the four immersive screens that illuminate the space to showcase the latest creation of the line: Born in Roma Intense.

"The pop-up also features the full range of Valentino's Born in Roma franchise, as well as an on-the-go make up offering, with its iconic Go-Clutch. Two pop-up spaces have been transformed into an engaging experience that allows visitors to discover a whole new beauty world based on Valentino Beauty's strong motto 'Color Cool Couture.'"

Consumers are invited to discover the ingredients of the eight Born in Roma fragrances through a series of animated movies, using innovative air button technology for a touchless experience specifically designed for the travel retail environment. Beauty consultants are also on hand to help consumers find the Born in Roma fragrance that reflects their personality.

"The indoor pop-up offers a playful customer experience featuring a vibrant pink claw crane. Shoppers are given a free token that unlocks the opportunity to win a range of gifts, from fragrance and make-up samples to couture pouches, all the way up to a limited body lotion only available at Paris Charles de Gaulle airport. The surprise element is maintained until the very end as customers open the gift ball to reveal their prize. The claw crane has a way of awakening their inner child, and with everybody being guaranteed something to take home, the excitement level is amplified even further."