

Valentino Beauty unveils Born in Roma fragrances in partnership with CDFG



The launch event at Sanya International Duty Free Shopping Complex in Hainan

[Valentino Beauty](#) Travel Retail Asia-Pacific has revealed the house's new Born in Roma fragrances during an event at Sanya International Duty Free Shopping Complex, in partnership with [China Duty Free Group](#) (CDFG).

According to a press release, the event "featured colors of radiant yellow, bold pink, and audacious coral which represents each of the three fragrance duos, and a studded stage as a nod to the brand's Roman origins."

Valentino's Fragrance Spokesperson for Asia-Pacific, Dilraba Dilmurat, attended the event.

"Our fragrances are not just about smelling good," said Dilmurat. "They are about creating a personal signature that is unique to everyone. We believe that our fragrances will allow consumers to express their individuality and enhance their personal style."

Over 59 million viewers tuned in to the event livestream through various platforms, garnering over 855 million impressions and 273 thousand engagements. Hundreds of shoppers in Sanya participated offline, where they were offered exclusive gifts-with-purchase at the Valentino Beauty counter.

"Valentino Beauty is committed to offer our shoppers in Hainan a range of couple fragrances that not only embodies the different expressions of love, but also celebrates one's individuality. As a brand,

we have been committed to deliver the best product offerings and retail expression in Hainan. Valentino is one of the most iconic and desirable fashion brands today. Our mission with Valentino is to establish ourselves as a top global beauty player. Together with China Duty Free Group, we hope to build the momentum, and continue to grow our business for Valentino Beauty," said Marin Vialle, General Manager of L'Oreal Travel Retail Asia Pacific Makeup Business.

China Duty Free Group's Vice President Yachao Li added, "Together with the Valentino Beauty, China Duty Free Group aspires to continue bringing an elevated and luxurious fragrance experience to our shoppers. We look forward to more collaborations with Valentino Beauty in the future."

The Born in Roma collection features the following fragrances, as explained in the press release:

"Indulge in the Born In Roma Yellow Dream fragrances to inspire dreams together. A floral sensation of a thousand rose petals and peonies, fused with a lingering powdery softness for her, entwined with a spicy oriental fragrance, with an unique sensual gingerbread accord for him.

Envision a magical moment together with the Born In Roma Coral Fantasy fragrances. A floral fruity scent energized by a colorful pink gold kiwi accord for her, entangled with an ambery fruity fragrance, twisted with a tobacco accord for an unexpected punch for him.

Celebrate the life of freedom together with Born In Roma classic fragrances. An ambery fragrance, with a blend of Sambac Jasmine & Vanilla Bourbon for her, knotted with the woody aromatic fragrance, with a cool vibrating facet of mineral salt and spicy ginger for him."