

Armani opens beauty pop-up in Hainan



Celebrated via livestream, the beauty brand unveiled its first ARMANI BOX ON AIR itinerant pop-up store at Sanya International Duty Free Shopping Complex in Hainan

Armani Beauty announces the opening of its first ARMANI BOX ON AIR itinerant pop-up store in Sanya International Duty Free Shopping Complex, in Hainan. The shopping mall will showcase the brand's beauty universe until September 29.

The opening was celebrated with a livestreaming moment in the presence of celebrity Ghost Lil and influencer Teacher XU.

INTRODUCING ARMANI BOX ON AIR

The new ARMANI BOX ON AIR experience immerses consumers into the world of cinema, one of the brand's primary inspirations, by allowing participants to shoot their own scenario from the perspective of a movie director in an eco-conceived design.

Passers-by are invited to perform and record their own screenplay in studio set conditions and wear Armani Beauty products through four curated scenarios: *Live Your Passion*, *Capture Your Glow*, *Escape to Nature* and *Live Your Own Scenario*.

Greeted by the giant gorilla Uri in a new white version animated with a mapping technology, visitors can also indulge in a series of immersive experiences, both online and offline, including a virtual makeup application, a skincare consultation through the Crema Nera journey and an augmented reality moment. The new pop-up store also features digital experiences such as a tailor-made voice concierge and live selling moments.

A UNIQUE EXPERIENCE

ARMANI BOX ON AIR is a sensorial and playful immersion in the Armani Beauty world. Those interested can discover novelties such as Lip Maestro in shade 400G in a new gold packaging and limited editions such as Lip Maestro 405 in an exclusive Uri and stars packaging.

Visitors can also discover iconic products including My Armani to Go Cushion, Power Fabric and Designer Lift foundations, the Sì Passione fragrance, the full Armani lip range and the Crema Nera collection.