

# DFS debuts first Valentino Beauty makeup stores in Americas travel retail



The Valentino Beauty makeup store at New York JFK T4 features a digital voice print experience, starring the floral woody scent Voce Viva

L'Oréal Travel Retail Americas has opened its first Valentino Beauty makeup stores exclusively in partnership with DFS Group at New York JFK Terminal 4 and San Francisco International Airport (SFO) Concourse G.

These two new flagships boost the strong travel retail brand roll-out in the Americas that started last year.

In both JFK T4 and SFO G, a Valentino Beauty makeup and fragrance backwall is inspired by the brand's codes, combining a Roman palace with industrial design.

The space is characterized by two colors: the signature pink of the Pink Terrazzo (made with rose quartz, also used in the Maison's stores) and the Red Daydream, the color of the make-up packs created by Pierpaolo Piccioli, Maison Valentino's Creative Director, all illuminated by bold neon lights.

On one side of the backwall is Rosso Valentino, with its refillable lipstick shades. In addition, many shades of the Very Valentino foundation are offered, with its Roma Light Complex technology, boasting an ultra-light formula with colors that adapt to all skin tones.

The hero product is the Go-Clutch, a 2-in-1 product featuring a mini Rosso Valentino lipstick and

bronzer. The packaging of the lips, face and eyes makeup collection is designed to be a fashion accessory and the V logo pays homage to the Maison.

The shopping experience is complemented by the signature Valentino fragrances, Born in Roma and Voce Viva.

### **Luxury beauty and retailtainment**

In the JFK T4 flagship, the consumer experience is enhanced by a digital voice print experience, starring the floral woody scent Voce Viva. At the counter in front of the backwall, consumers can record their voice into their smartphone through a QR code, and share their voice print and recording via social channels and messaging services.

L'Oréal Travel Retail Americas L'Oréal Luxe Division Manager Floriano Marrone said: "We launched Valentino Beauty last year in travel retail Americas with a powerful statement in fragrances thanks to the launch of Voce Viva. The launch of makeup is an important milestone and underlines our long-term partnership with DFS. This new range of iconic products will give us even more ways to inspire, engage and add value to the experience of our travel retail consumers."

DFS Group Senior Vice President Beauty Amael Blain added: "We are pleased to partner with Valentino and L'Oréal Travel Retail Americas on the introduction of these exclusive Valentino Beauty flagship stores in our key SFO and JFK airport locations. As the world's leading luxury travel retailer, DFS is delighted to bring our traveling customers the latest in luxury beauty and retailtainment wherever they visit."