

# Armani Beauty Box lands at Sanya duty free shopping complex

By **Hibah Noor** on May, 22 2018 | Fragrances, Cosmetics, Skincare & Haircare



An exclusive event was held on May 11 in the presence of international actress Zhang Jing Chu to mark Giorgio Armani's traveling pop-up store



Armani Beauty Box highlights the Italian brand's makeup range and beauty expertise



The pop-up features Uri, a giant red gorilla, who welcomes visitors as they enter the store



Armani Beauty's Dress Code for Lips & Eyes

To celebrate the opening in Sanya of Armani Beauty Box, Giorgio Armani's traveling pop-up store, an exclusive event was held on May 11 in the presence of international actress Zhang Jing Chu.

Located in Sanya International Duty Free Shopping Complex, Haitang Bay, China, the pop-up highlights the brand's makeup range and beauty expertise.

With its red walls and black lighting, the pop-up features Uri, a giant red gorilla, who welcomes visitors.

Created by Italian artist Marcantonio Raimondi Malerba, the full-sized gorilla is a replica of one that resides in Giorgio Armani's home in Milan.

"The Armani Box is a sensorial and playful immersion in Giorgio Armani Beauty's universe," said L'Oreal Travel Retail.

"Visitors will indulge in a unique experience, as they will be able to book a private consultation with one of the eight top selected Armani Face Designers in Asia; try the famous Armani Glow complexion range - including the top selling Power Fabric foundation; experience the full Armani lip range, from the iconic Lip Maestro to the latest Ecstasy Shine; and personalize their makeup products with engraving."

The pop-up store also offers a playful photo booth. It is open from 10am to 10pm in the Central Atrium.