

Giorgio Armani Beauty debuts Chinese New Year pop-up stores with DFS

By **Hibah Noor** on February, 6 2019 | Retailers



Giorgio Armani Beauty's Chinese New Year pop-up store at T Galleria Beauty By DFS, Causeway Bay, Hong Kong

Giorgio Armani Beauty has been celebrating Chinese New Year in style with DFS.

In January, Giorgio Armani Beauty launched its first Chinese New Year pop-up stores at T Galleria Beauty By DFS, Tsim Sha Tsui and Causeway Bay.

By showcasing the brand's three star products – Lip Maestro, My Armani To Go Cushion Foundation and the new best-selling fragrance Sì Passione – the pop-up stores reflected Armani's commitment to modernity while celebrating the traditional festival with Asian consumers.

Visitors discovered New Year good fortune and recommended Giorgio Armani Beauty products through the in-store digital app. They tried their luck on the app and received attractive gwps.

They completed their memorable experience with an exclusive DFS offer with Giorgio Armani Beauty star products, featuring My Armani To Go Cushion Limited Edition Cushion Couture.

Customers also enjoyed a professional makeup consultation by Giorgio Armani Beauty Face Designers.