

Armani celebrates Hollywood glamor in airport cinema experience



A snapshot of the Armani Cinema Pop Up the Toronto Pearson Airport



Armani Cinema at LAX offers glitz and glam to its audience of travelers



A snapshot of the event ticket for the Armani Cinema

L'Oréal Travel Retail has taken Armani's cinematic vibe on a tour across America's top airports from Rio de Janeiro and Buenos Aires to Los Angeles and Toronto.

The Armani World Cinema Tour aims to embrace the spirit of the global traveler with its participation in one of the most prestigious international film festivals, two airport pop-ups and the endorsement of three international influencers.

In September, Armani launched the World Cinema Tour with the attendance of Chinese key opinion leader, Iris Daily, at the 76th Annual Venice International Film Festival with a special appearance on the red carpet at the screening of Lan Xin Da Ju Yuan (Saturday Fiction), directed by Ye Lou.

The tour continued with the opening of two Armani Cinema events: Armani Cinema Los Angeles at the DFS store in Los Angeles International Airport, which opened through the end of October, followed by Armani Cinema Toronto POP UP at Toronto Pearson International Airport Terminal 1, which ran through the end of November.



Iris Daily, Chinese influencer, poses at the Armani Cinema at LAX

The Armani Cinema concept seeks to project Mr. Armani's love for Hollywood by featuring the brand's star products in a movie theatre setting, bringing a multi-sensorial, playful and immersive experience to travelers.

The high-impact pop-up is dressed in the signature Armani red hue and features a gleaming Hollywood marquee, while a red carpet leads the way to the fragrance and makeup discovery table.

Upon receiving a movie ticket, travelers were invited to discover the red carpet treatment through a

personalized makeup consultation from Armani's Face Designer, create their own movie posters in a photo booth circa old-school American cinemas and customize their beauty essentials with personalized engraving.

Travelers flying through LAX and Toronto were connected to the experience before their trip via several online touchpoints, ensuring a 360 Armani Cinema experience through special offer redemption, social media ads and KOL endorsements.

Awareness was driven for each targeted nationality – Chinese, Americans and Canadians – through a tailor-made media campaign to maximize affinity and relevance.

For the first time, Armani Travel Retail Americas created a KOL strategy focusing not only on the Chinese, but also American and Canadian travelers. American influencer Chriselle Lim embarked on the journey from LAX, while Canadian influencer Cher Bai on-boarded through Toronto. Lastly, Chinese influencer Iris Daily's followers were on the front row of the Armani World Cinema Tour from Beijing - Venice - LAX - Toronto.

A celebratory launch event was held on October 11 for the inauguration of Armani Cinema Toronto pop-up. It was attended by Canadian Influencer Cher Bai, Chinese influencer Iris Daily as well as representatives from Armani Beauty, Duty Free Dufry and Toronto Pearson Airport management.

Yannick Raynaud, CEO, L'Oréal Travel Retail Americas, said: "We are delighted to introduce the fabulous Armani Cinema experience to the travelers of Toronto Pearson. Much more than a pop-up, this is a celebration of the first Trinity partnership done between the Airport of Toronto, Dufry and L'Oréal, where we leverage each other's assets and expertise, to create a superior experience for the traveler and increase the value chain for all."

The Armani Cinema concept has been a blockbuster tour across the Americas, launching in several key airports. They include Rio de Janeiro (June 2019), Buenos Aires (June 2019), Montreal (July 2019) and Santiago de Chile (June 2019).

Mauricio Padilla, General Manager, Giorgio Armani Travel Retail Americas said: "Armani Cinema has already been a game changer in Dufry South America, where we achieved historical results with the highest market share in Dufry, and highest market share for the brand in three years."