

Valentino opens pop-up at Charles de Gaulle Airport



The pop-up welcomes consumers into the world of Valentino Beauty, defined by Maison Valentino's signature presence and celebrates the Color, Cool, Couture attitude of its newly launched Valentino Beauty; see below for more pictures



Valentino Beauty has opened a Valentino Beauty pop-up at Paris Charles de Gaulle Airport. Launched on June 1, the animation is located in Terminal 2.

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signature presence and celebrates the Color, Cool, Couture attitude of its newly launched [Valentino Beauty](#). The “Couture Clash” experience supports a new era of beauty that represents individuality and inclusivity.

The pop-up celebrates the extensive product range: Very Valentino, the foundation characterized by its light formula and diversity with forty different shades that cater to a variety of skin tones; Rosso Valentino, the lipstick with a modern twist that features a pair of unique formulas, luminous satin, and velvet matte, and fifty striking colors and Trio Brow Pencil – a three-in-one long-wear brow shaper.

Plus, the ultimate accessory, the Go-Clutch, with its hang-clutch system features a compact perfecting powder and mini lip color. The ideal combination of essentials while on the move, the Go-Clutch is fully customizable and refillable, adaptable to every occasion.

Visitors to the tech-powered pop-up can participate in a make-up consultation via augmented reality and L’Oréal’s [Modiface](#) iPad app. With available on-site brand ambassadors and services such as UV printing, consumers can personalize their selected Valentino fragrance and/or Go-Clutch. Additionally, the Voice Print experience, featuring the Key Infuser Robot, allows shoppers to personalize their Valentino card.

Offering high-performance products, which are designed to be refillable, the brand is launching Valentino Make-Up on the path to a sustainable consumption model. At the on-site wrapping station, ribbon is replaced by a perfume studded bracelet, fashionably used as an accessory, and a conscious textile tote bag – easy to re-use.





VALENTINO

