

L'Oréal Travel Retail Americas opens 1st Valentino Beauty Flagship



L'Oréal Travel Retail Americas new Valentino Beauty flagship location at JFK International Airport features Pink Terrazzo and Black Metal

Valentino Beauty has unveiled its first flagship location at JFK International Airport in partnership with International Shoppes — the first since its acquisition by L'Oréal Group.

The 60-square-meter store is located in International Shoppes Beauty Shop's main traffic area, which serves a large number of Europeans and Americans, who are greeted by the newest Voce Viva fragrance and the "first-of-its-kind" Voice Print live experience.

Lady Gaga is the face of Valentino Beauty's new fragrance, which combines floral, woody, fresh, and sweet elements, in accordance with Gaga herself.

The new space is inspired by fashion, with an industrial feel of Pink Terrazzo combined with black metal, featuring the Voce Viva bottle and the Valentino logo.

Scott Halpern, Vice President at International Shoppes, said: "iShoppes is extremely grateful that the

L'Oréal Group selected JFK T1 as the worldwide launch for the newly revamped Valentino display. We believe that the look and feel of the unit will not only create a strong attraction for the brand, but enhance the overall experience in T1's beauty section."

Carlos Rosales, Area Manager for Valentino Beauty in L'Oréal Travel Retail Americas, said: "Us at L'Oréal are delighted to once again partner with International Shoppes in providing the consumer with the latest and greatest of our portfolio. Today we are proud to inaugurate a luxurious counter of one of the most exclusive beauty brands in the market, Valentino Beauty."

Florian Marrone, Division Manager for L'Oréal Luxe in L'Oréal Travel Retail Americas, said: "We are delighted with the launch of Valentino Beauty, a great addition to the L'Oréal Travel Retail's strong and diversified portfolio of brands. Valentino Beauty brings a powerful haute couture heritage that combines a unique value proposition to an immersive consumer experience. And it could not be more meaningful then to open our first worldwide TR flagship with our International Shops partners here in New York, hometown of our ambassadress Lady Gaga."

This opening kickstarts a rollout that will have 10 flagships open throughout the Americas by end of 2022.