

New Giorgio Armani pop-up opens at LAX Tom Bradley

A new Giorgio Armani pop-up (LA Lip Vibes) has opened in the Tom Bradley International Terminal at Los Angeles Airport in partnership with DFS Group.

Located in the main retail hall outside the DFS store, the 15sq ft pop-up offers a playful and immersive experience to discover Giorgio Armani beauty's universe. The pop-up features connected digital screens, holographic bold lips and red spreads from wall to floor.



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In the centre, the Lip Bar features the full Giorgio Armani beauty lip wardrobe with couture colours from glossy to matte. It highlights the new Lip Vibes colour collection of eight hues for the Lip Maestro and Lip Magnet lipsticks.

LAX visitors can preview the eight ultra-saturated shades, which are only available in selected shops.

CITY HOT-SPOTS

Travellers are invited through a Beauty City Guide to try on any of the four looks inspired by the hottest spots in the city —Malibu Sunset, Venice Neon, Downtown Vibes and Beverly Hills Spotlight. Face designers can offer a quick 'Kiss & Fly' touch-up to travel in style.

Fragrance lovers can also access a selection of Giorgio Armani fragrances, including the latest Si Passione.

Product engraving and gifting is also available and passengers can instantly share their LA Lip Vibes souvenir on social media in the form of an animated gif at the selfie ATM using the hashtag #LipVibes.



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