

FRAGRANCE AND PERSONAL CARE

## Armani to host fragrance pop-up under New York's Oculus

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*Image from Armani Beauty's #TogetherStronger campaign. Image credit: Armani*

By STAFF REPORTS

Italian fashion brand Giorgio Armani is increasing awareness for its fragrance offerings at a temporary pop-up shop at the Westfield World Trade Center shopping pavilion in New York.

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Seen as a center of hope, progress and perseverance in the aftermath of Sept. 11, Westfield WTC is the focal point of downtown New York's redevelopment plans. When the shopping center's light-filled centerpiece, Oculus, opened in August 2016, the Santiago Calatrava-designed building was soon referred to as the city's latest landmark ([see story](#)).

Touch the sky

As the "new port of entry to Lower Manhattan," the area is home to 60,000 neighborhood residents, 300,000 daily commuters who pass through the subway terminals and nearly 15 million international tourists.

Due to the immense awareness potential provided by having a presence at Westfield WTC, Armani will open a 10-day pop-up inside the Oculus.



*Rendering of Westfield World Trade Center's Oculus in New York. Image credit: Westfield*

The temporary shop will introduce passersby to Emporio Armani's latest fragrance duo: Stronger With You and Because It's You.

Daily between 11 a.m. and 7 p.m., consumers will be encouraged to follow a path of digital screens telling the love story of the man and woman that personify the two fragrances in Armani's marketing ([see story](#)).

*Together Stronger. The new series by Emporio Armani*

After following the displays, consumers will be welcomed to an immersive fragrance experience in the "infinity room." Here, consumers can partake in a photo-op to capture their "touch the sky moment."

Consumers who purchase an Armani fragrance at the pop-up will be able to personalize the bottom through complimentary engraving.

The pop-up will be held on the main floor at Westfield WTC Aug. 17-27.

Armani fragrances, as well as the brand's skincare and color cosmetics, are a license of L'Oreal Paris.

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