

FRAGRANCE AND PERSONAL CARE

## Armani opens door on beauty world in SoHo pop-up

November 2, 2017



*Armani's Lip Magnet is among the products featured in the Armani Box pop-up. Image credit: Armani Beauty*

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By STAFF REPORTS

Giorgio Armani Beauty is bringing its pop-up Armani Box concept to the United States for the first time.

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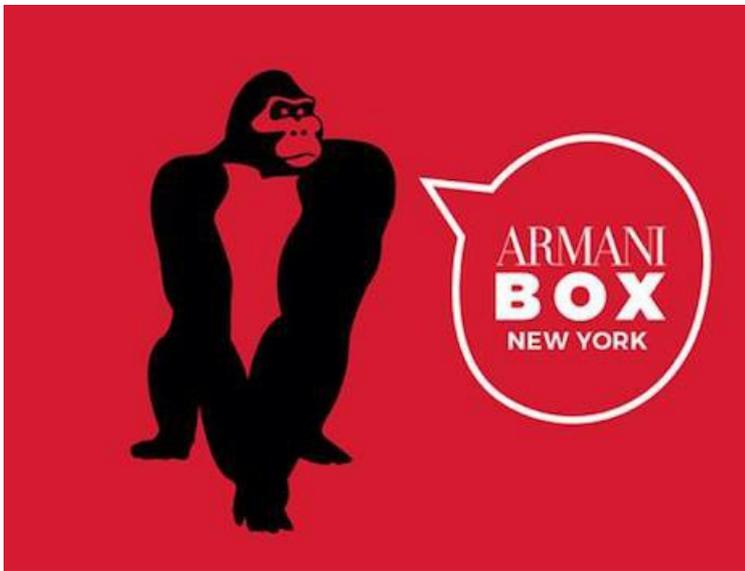
The traveling experience immerses visitors in the Armani Beauty universe, giving them the opportunity to have their makeup done by a brand representative or snap a picture in a photo booth. Beauty brands are increasingly striking out into their own bricks-and-mortar locations, taking the in-store experience beyond the department store counter ([see story](#)).

Out of the box

Armani Box is opening in New York's SoHo neighborhood on Nov. 2. Making a connection to Armani's eponymous founder, the pop-up features a recreation of a gorilla that lives in Mr. Armani's lounge courtesy of artist Marcantonio Raimondi Malerba.

Dubbed Uri, the gorilla is present on giftwrapping and shopping bags and features in the store's window.

Within the temporary boutique at 490 Broadway, consumers can discover the brand's products, such as its Lip Magnet and Glow range, and personalize them with engravings. For the pop-up, Armani has created two exclusive products: a Lip Maestro #405 with Uri-themed packaging and a Rouge d'Armani lipstick in an original shade, embellished with the designer's signature.



*Uri features prominently in Armani Box. Image credit: Armani Beauty*

Armani Face Designers will be on-hand for makeup applications, while a Connected Mirror will capture video of the session, helping clients recreate a look at home. Adding an additional engagement point is a photo booth.

Armani Box will be open in New York through the end of the year.

This marks Armani Beauty's first freestanding store in the U.S.

Fellow L'Oreal YSL Beauty is embracing cosmetics' customization trend with its first pop-up shop in New York open from Oct. 27 through Dec. 31.

Located at 490 Broadway in New York's SoHo neighborhood, YSL Beauty's pop-up will create a retail experience centered on the YSL Rouge Pur Couture lipstick range and the house's fragrances. As the holidays approach, it is likely that YSL Beauty will benefit from the foot traffic Broadway attracts as consumers search for the perfect gift ([see story](#)).

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