

FRAGRANCE AND PERSONAL CARE

Valmont celebrates Armory Show, Publicolor partnerships with VIP Lounge

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Valmont's Didier Guillon collaborated with several artists and an NYC-based organization for its Alice in Doomedland exhibition. Image courtesy of Fondation Valmont

By LUXURY DAILY NEWS SERVICE

Swiss beauty brand Valmont is partnering with The Armory Show art exhibition to create "La Maison Valmont VIP Lounge" from Sept. 9-12, 2021.

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The VIP Lounge will feature the brand's skincare and fragrance pillars and Valmont experiences, including skincare consultations and complimentary beauty samples. Continuing in its philanthropic endeavors, this year's Lounge will highlight Valmont's budding relationship with non-profit arts and education organization Publicolor, which uses design projects to empower New York-based students.

La Maison Valmont

The Armory Show continues its legacy as a gateway to New York's art scene, linking visitors to exhibitors at the fair as well as galleries, museums, art organizations, artists and collectors.

Since its debut in 2015, Fondation Valmont, the brand's philanthropic arm, has become a champion of contemporary art and the fourth pillar of the Valmont brand, bridging the gap between its luxury cosmetics company and the contemporary art circuit.

Striving to advance the arts while simultaneously giving back, Valmont partnered with Publicolor, who uses a long-term continuum of design-based programs that engage at-risk New Yorker students in their education and empower them to plan and prepare for success in school, college, work and life.



Publicolor is a non-profit arts and education organization that uses design projects to empower New York-based students. Image credit: Publicolor

In 2019, Valmont's owner and creative director Didier Guillon hosted a competition for Publicolor students through which they made depictions of their own altered perceptions of the "Mad Tea Party" scene in "Alice in Wonderland." The students created their visions whereby the winning group's image was reproduced life-sized in the brand's Alice in Doomedland' exhibition showcased at the 2021 Venice Biennale ([see story](#)).

Guests at the La Maison Valmont VIP lounge may discover the "The Mad Tea Party" installation.

In addition to The Armory Show, Valmont is proud to continue their commitment to art and culture through its sponsorship for the Collectors Cocktail party hosted on September 8 for collectors, private buyers, VIP gallerists.

Guests at the Collectors Cocktail party will also be treated to collagen eye masks for those who book a treatment at Valmont's new spa at The Carlyle Hotel.

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