

FALL 2024

GIORGIO ARMANI

LIBRO

GLOW GOALS





TABLE OF CONTENTS

WELCOME	04
PRIORITIES & PILLARS	08
NEWNESS	10
BEHIND THE BRAND	12
SKINCARE	30
CREMA NERA GEOGRAPHY	31
MAKEUP	52
FOUNDATION GEOGRAPHY	59
PRIMERS	61
LIPS	76
LIP GEOGRAPHY	77
EYES	84
MASCARA GEOGRAPHY	88
FRAGRANCE	90
HOLIDAY SETS	124
BRAND ENGAGEMENT & CLIENT EXPERIENCE	126
SHADE FINDER	138

"I WOULD LIKE CUSTOMERS TO
LIVE AN UNFORGETTABLE EXPERIENCE
WHEN THEY WALK IN TO ONE OF MY STORES."

Giorgio Armani

W E L C O M E



ALLISON BADEA
General Manager, Armani Beauty

Dear Armani Face Designers,

2024 is off to a great start! On behalf of the entire Armani team, we thank you for what you do every day to elevate the client experience for our beautiful brand.

As we approach the fall season, we carry with us the successes of spring and summer. We maintained our position as the #1 foundation at Sephora, and our overall makeup business continues its impressive growth trajectory, surpassing market trends. This incredible achievement is a testament to your dedication and expertise in cultivating client loyalty, setting the stage for sustained future growth!

This season, we have much to look forward to.

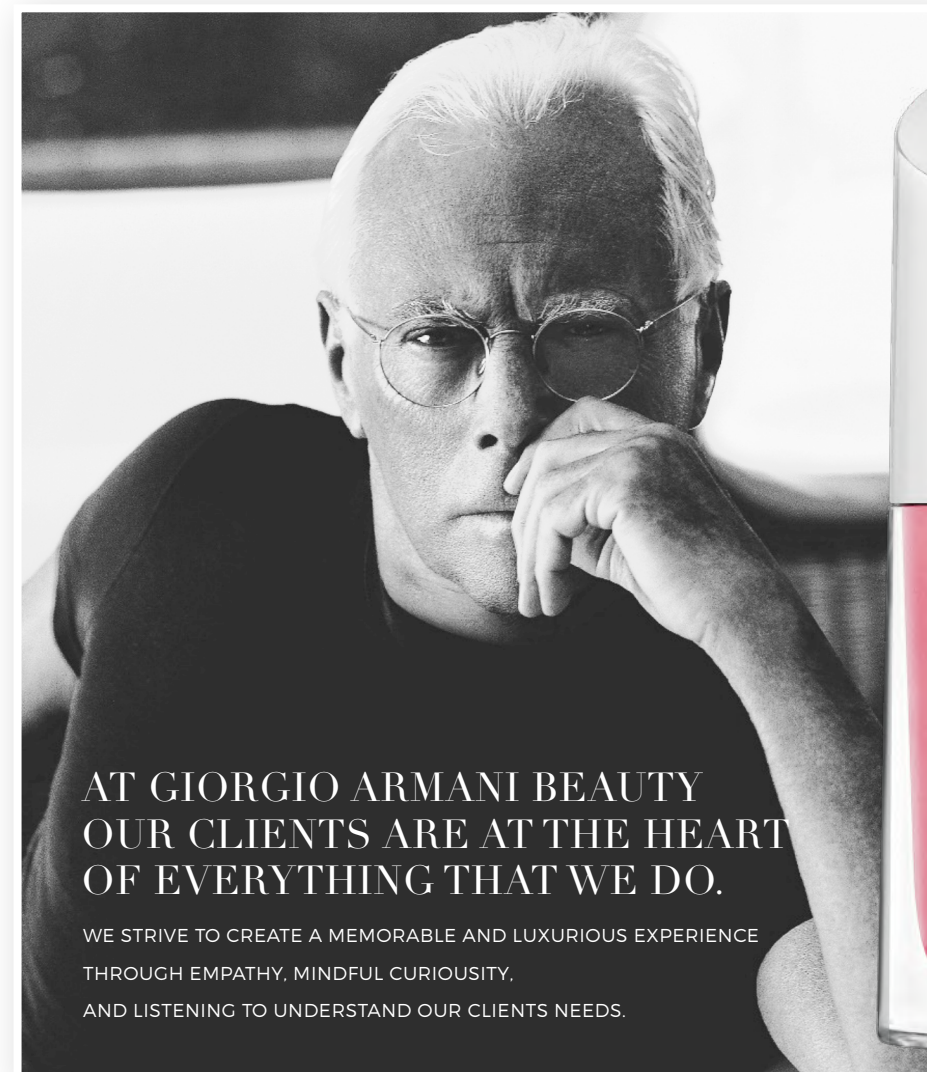
In makeup, our much-anticipated Cheek Tint has inspired a fresh flush of energy, with an incredible formula and refreshed cheek techniques that your clients will fall in love with. To further excite and delight, Eye Tint and Prisma Glass collections will expand with new shade offerings to inspire your makeup artistry in store.

In the realm of fragrance, we are thrilled to introduce the viral sensation Stronger With You to our US consumer. This juice has been the talk of the (TikTok) town, and we know it will be a success! Further, our men's franchises will expand with new ADGH Profondo Parfum and Code EDP, ensuring a range of olfactive options for our clients.

Finally, we round out 2024 with a spectacular holiday season. You can look forward to snowy mountains, cozy chalets and elegant gifts for all inspired by the Armani fashion campaign Neve, the Italian word for snow. Perfectly wrapped in festive red and golden pearls, our holiday sets are designed to delight.

We deeply value your expertise and the passion you bring to Armani every day. The fall season is brimming with potential, ready for us to shape together into another remarkable chapter of success. Thank you, from the entire Armani team, for the exceptional brand we build together. With gratitude,

Allison Badea
General Manager, Armani Beauty



**AT GIORGIO ARMANI BEAUTY
OUR CLIENTS ARE AT THE HEART
OF EVERYTHING THAT WE DO.**

WE STRIVE TO CREATE A MEMORABLE AND LUXURIOUS EXPERIENCE
THROUGH EMPATHY, MINDFUL CURIOSITY,
AND LISTENING TO UNDERSTAND OUR CLIENTS NEEDS.

PLEASE READ FIRST:

The Armani Libro will prepare you for your upcoming season.

By accessing this information, you are representing that you are at your authorized work site.

(Signature)

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 FALL 2024

PRIORITIES
& PILLARS
NEWNESS

GIORGIO ARMANI



New This Season

PRODUCT
TIMELINE

*LAUNCH TIMING & ASSORTMENT
MAY VARY BY RETAILER

AUG

SEPT

OCT

HOLIDAY

ACQUA DI GIÒ
PROFONDO
PARFUM **PG. 92**

EYE TINT
EXTENSION
PG. 85

PRISMA GLASS
EXTENSION
PG. 78

HOLIDAY FRAGRANCE &
BEAUTY SETS 2024
PG. 124



STRONGER
WITH YOU &
STRONGER WITH
YOU INTENSELY
PG. 100

ARMANI
CODE EDP
PG. 102



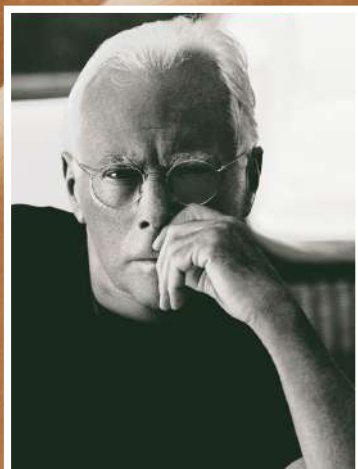


BEHIND
THE
BRAND



GIORGIO ARMANI
beauty

GIORGIO ARMANI



BEHIND THE BRAND

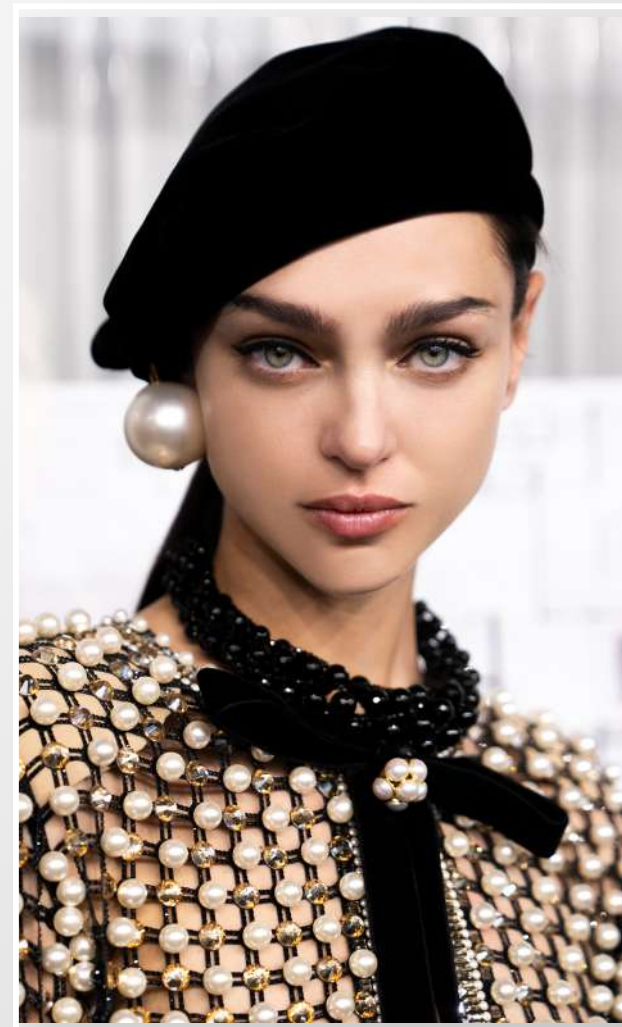
Giorgio Armani rose from a humble background and is now one of the world's most successful living designers. Born in the Italian countryside, he hand sewed simple, yet timeless clothes that inspired him to create the global lifestyle brand we know today.

THE MAN

Giorgio Armani is a powerful authority, a promise of success, an international symbol, an Italian designer in body & soul. His main mission is to highlight each person's individual character. As with his fashion creations, you cannot go wrong wearing Armani, it's faultless and timeless elegance.

THE STYLE

The Giorgio Armani style is an unmistakable association of color, material & shape to achieve a bold yet wearable result. His perfectionism and close attention to detail make Giorgio Armani one of the leading luxury designers today.



"FREEDOM COMES FROM ELEGANCE,
THERE IS NO ELEGANCE
WITHOUT COMFORT AND WELL-BEING."

Giorgio Armani



GIORGIO ARMANI



ARMANI DESIGNS MINDFUL LUXURY BEAUTY, CONVINCED THAT LESS IS MORE IS THE ULTIMATE SOPHISTICATION



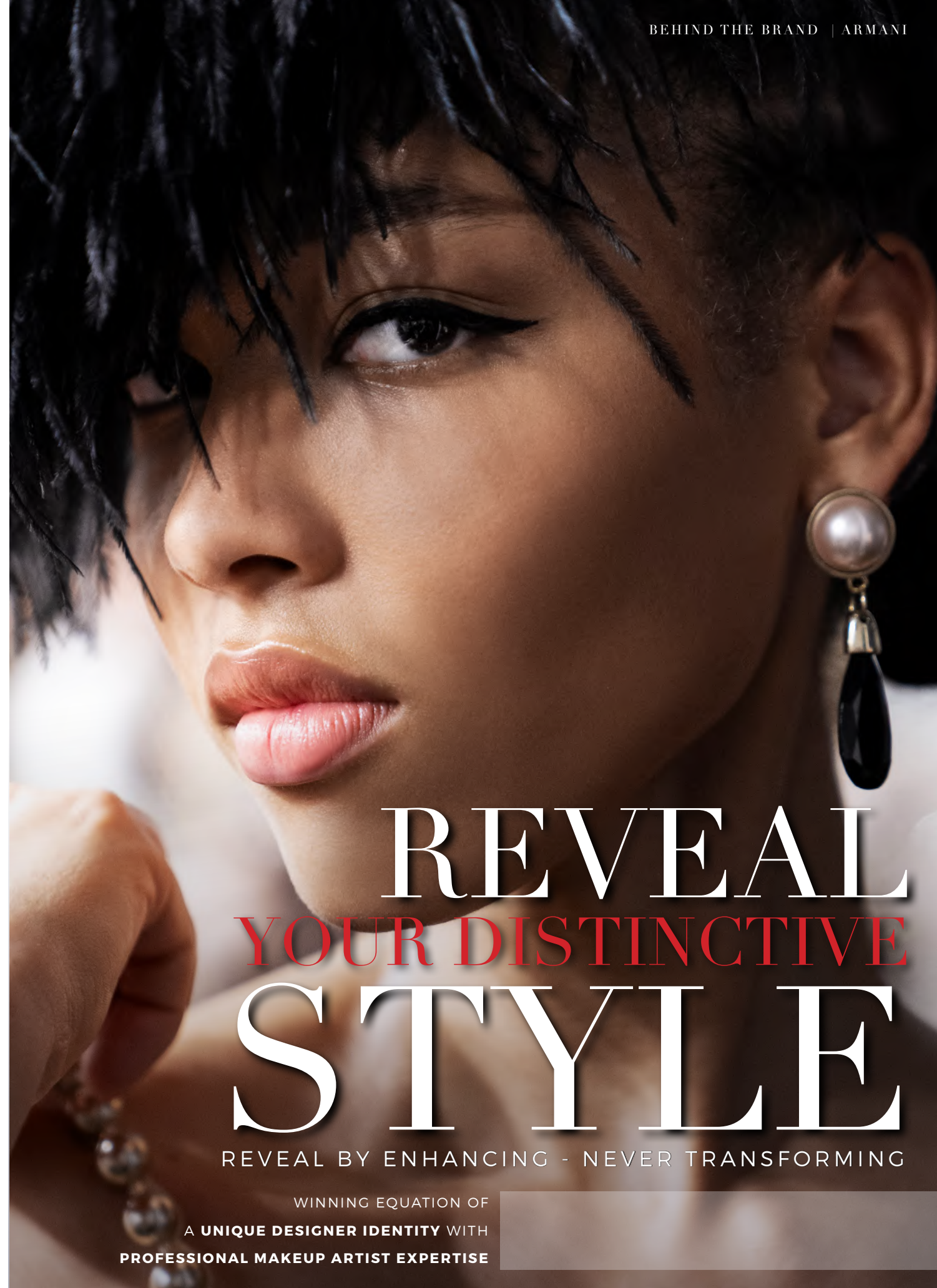
OUR BRAND MISSION

ARMANI BEAUTY REVEALS THE SOPHISTICATED STYLE & CHARISMA OF TOMORROW'S WORLD CITIZEN. ACTING WITH SIMPLICITY, EFFICIENCY & RESPECT FOR THE WORLD

ARMANI
beauty

is

charismatic. essential. mindful.



REVEAL
YOUR DISTINCTIVE
STYLE

REVEAL BY ENHANCING - NEVER TRANSFORMING

WINNING EQUATION OF
A UNIQUE DESIGNER IDENTITY WITH
PROFESSIONAL MAKEUP ARTIST EXPERTISE

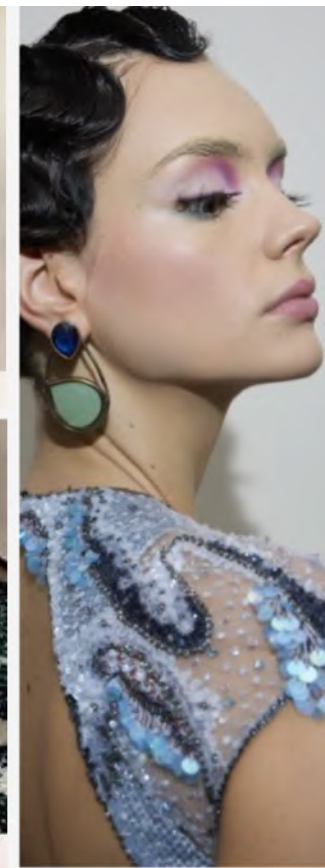
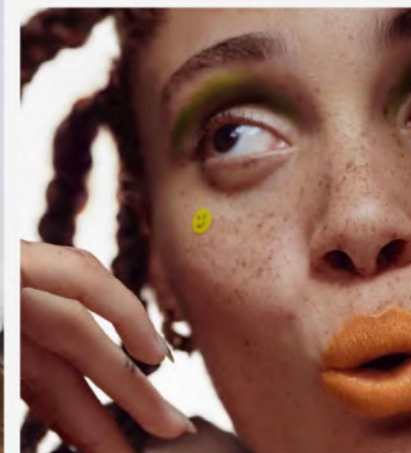


HIROMI UEDA

NEW! Global Makeup Artist | @hiromi_ueda

Born in Japan and now living in London, Hiromi Ueda is an internationally renowned make-up artist with endless talent and color expertise. Hiromi Ueda had collaborated with Giorgio Armani as a guest make-up artist and had worked on the make-up looks for the latest Armani/Privé, Giorgio Armani, and Emporio Armani fashion shows and for the latest Giorgio Armani campaigns.

In her new role, Hiromi Ueda will champion the Giorgio Armani philosophy of beauty that addresses the needs of real people, by revealing their inner and natural beauty. Thanks to her undeniable expertise of creating make-up looks backstage and distinctive knowledge of the beauty and fashion industry, Hiromi Ueda will bring her unique stake in artistry and ability for innovation to the brand.



GIORGIO ARMANI

beauty

OMNI CLIENT EXPERIENCE TEAM



BETHANY DAVIS
AVP - OMNI CLIENT EXPERIENCE



FAVORITE PRODUCTS:
ACQUA DI GIOIA
FLUID SHEER 11

COME TO ME FOR:
ANYTHING AND EVERYTHING -
I'M HERE FOR YOU!

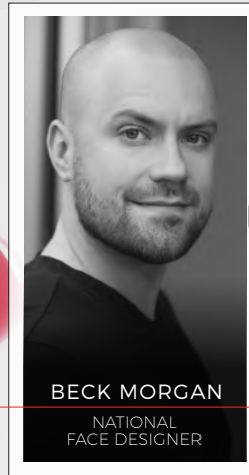


SHAYNA SHAPIRO
SENIOR MANAGER OF EDUCATION & ARTISTRY



FAVORITE PRODUCTS:
LUMINOUS SILK GLOW POWDER
LUMINOUS SILK CHEEK TINT 62

COME TO ME FOR:
ANY EDUCATION SUPPORT



BECK MORGAN
NATIONAL FACE DESIGNER



FAVORITE PRODUCTS:
EYE TINT
GLOW BLUSH 50

COME TO ME FOR:
ARTISTRY TIPS & TRICKS,
THE LATEST TRENDS IN
SOCIAL MEDIA AND EVENT
PLANNING

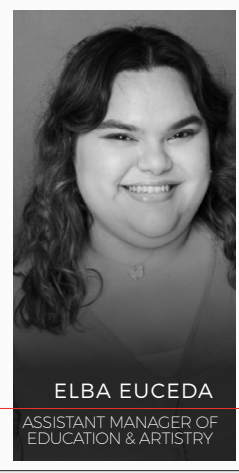


JENA BORIDKA
ASSISTANT MANAGER
RETAIL ACTIVATION



FAVORITE PRODUCTS:
LUMINOUS SILK FOUNDATION,
CHEEK TINT, PRIVÉ SANTAL

COME TO ME FOR:
SETS, GWPS, HALLMARKS

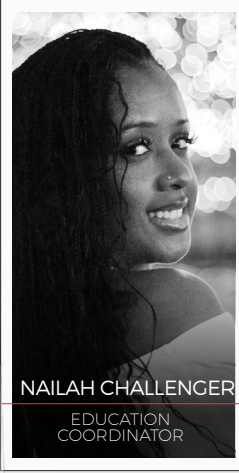


ELBA EUCEDA
ASSISTANT MANAGER OF
EDUCATION & ARTISTRY



FAVORITE PRODUCTS:
LUMINOUS SILK FOUNDATION
EYE TINT 56

COME TO ME FOR:
HELP WITH GRATIS, ONE RETAIL,
& EDUCATION



NAILAH CHALLENGER
EDUCATION
COORDINATOR



FAVORITE PRODUCTS:
EYE TINT
PRIVÉ THE YULONG

COME TO ME FOR:
UNIFORMS
& MORE



Dear Fabulous Face Designers,

Congratulations on a great first half of 2024! From reading your survey feedback, it is clear that everyone understands our brand priorities - keeping Luminous Silk #1. Not only is it the perfect foundation, but every product in the collection is a winner!

Continue using the shade finder to engage with your clients and ask them:

1. What is your undertone: (neutral, cool or warm)
2. What color jewelry do you wear?
(silver = cool, gold = warm or both = neutral)
3. What is your overtone? (what is the clients preference?)

These three questions help you take 40 shades of foundation and narrow it down to 3 to match.

We will continue to focus on our pillar - the Luminous Silk collection, and continue to be the best selling foundation. In the world of fragrance, your feedback on Gioia Intense and My Way Nectar showed me that you love these fragrances and are ready to show every client at the beauty counter their new favorite fragrance.

Get ready for an incredible Fall Seasonal Seminar! We're diving deep into the world of men's fragrance, exploring the iconic Acqua di Gio and Code alongside the viral sensation-Stronger With You. You'll become true fragrance experts, to wow your clients and grow your business.

We have exciting artistry techniques that will strengthen your expertise and build your clientele. We will continue to service our clients with the TAILOR approach and customize their makeup routine based on their lifestyle.

While writing this Libro, my intention is that this will be an invaluable tool you will use throughout this season. Consider it your secret weapon for continued success!

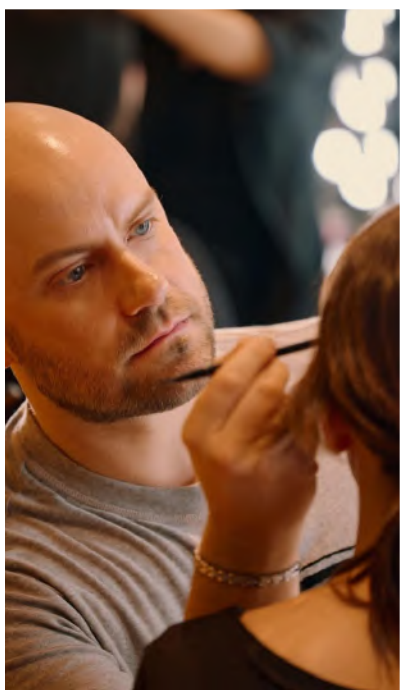
I look forward to a successful second half and I can't wait to see you in person or virtually.

Warmest Regards,

Shayna Shapiro

Shayna Shapiro
Senior Manager of Education & Artistry





BECK MORGAN

National Face Designer

Beck's philosophy of "empowering all through beauty" has been honed over nearly two decades of professional artistry experience from backstage to the red carpet.

Beck is inspired by Armani's "less is more" philosophy, empowering clients to reveal their distinctive style and uncover their inner-confidence through the combination of Armani's high-performance products & intuitive application techniques.

His passion for makeup, desire to enhance his clients' inner beauty and his professional makeup skills have earned him recognition in the US and around the world.

Beck is an influencer that shows his passion for beauty on all social media platforms. His eye for detail and the ability to take red carpet looks into simplified, mistake-proof routines is why he has such a large following.

Stay connected with Beck and learn his take on Armani artistry by following him:

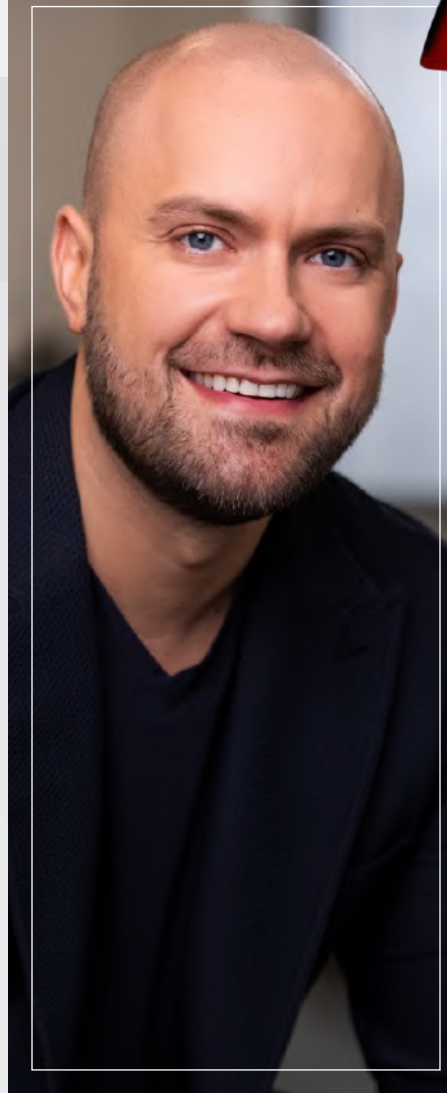


@BLENDITLIKEBECK_M

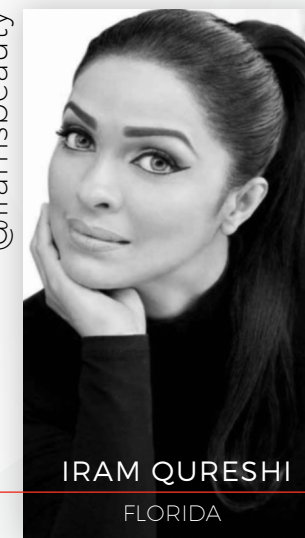


Armani's National Face Designer

BECK MORGAN'S REGIONAL FACE DESIGNER TEAM



@iram beauty



IRAM QURESHI
FLORIDA

FAVORITE PRODUCTS:
SUPREME REVIVING LIGHT CREAM & LUMINOUS SILK FOUNDATION

FAVORITE PART OF MY JOB:
MASTER CLASSES, GROUP CLASSES, AND ONE TO ONE PRIVATE LESSONS

@wendyward_artistry

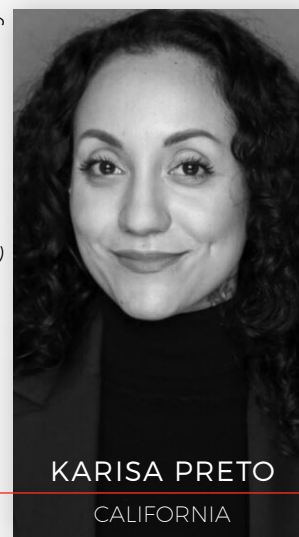


WENDY WARD
CHICAGO

FAVORITE PRODUCTS:
VOLUME RESHAPING EYE SERUM & LS HYDRATING PRIMER

FAVORITE PART OF MY JOB:
BUILDING RELATIONSHIPS WITH THE AE'S, FACE DESIGNERS AND OF COURSE, CLIENTS!

@karisasbeauty



KARISA PRETO
CALIFORNIA

FAVORITE PRODUCTS:
LUMINOUS SILK FOUNDATION & PRIVÉ PIVOINE SUZHOU

FAVORITE PART OF MY JOB:
GETTING TO MEET THE FACE DESIGNERS AND LEARN ALL ABOUT THE PRODUCTS

@t.briggsbeauty



TABETHA BRIGGS
TEXAS

FAVORITE PRODUCTS:
EYE TINT & LS GLOW BLUSH

FAVORITE PART OF MY JOB:
MEETING NEW CLIENTS AND HELPING THEM LEARN AND LOVE ARMANI BEAUTY

@samuelriveraartistry



SAMUEL RIVERA
NEW YORK

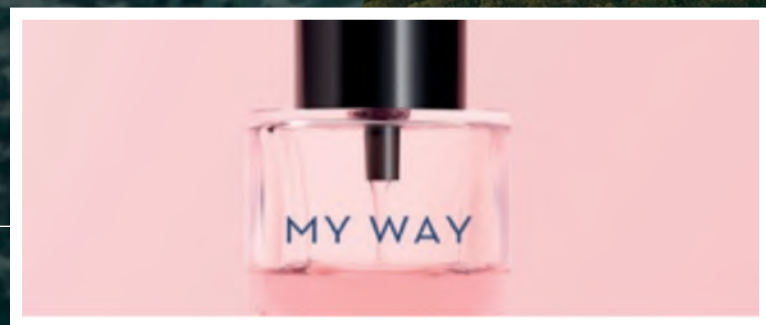
FAVORITE PRODUCTS:
REVISCENTALIS META CONCENTRATE & LUMINOUS SILK FOUNDATION

FAVORITE PART OF MY JOB:
MAKING PEOPLE HAPPY UTILIZING THE MAGIC OF BEAUTY AND THE MESSAGE OF OUR BRAND

A VISION FOR THE FUTURE

Nature is one of Mr. Armani's sources of inspiration. His connection to nature drives the vision that Armani Beauty will be carbon neutral by 2025. Here are some ways that Armani is a brand that gives back to people *and* the planet.

ECO-CONCEPTION



WHAT IS ECO- CONCEPTION?

A sustainable approach to product design that considers the impact on the environment at each step, from packaging and ingredient sourcing, until the client disposes of it.

ECO-CONCEPTION AT ARMANI BEAUTY

My Way achieves full carbon neutrality thanks to it's Eco-conception which includes sustainable sourcing of ingredients, the forest preservation program and the recyclable and refillable bottle. **SEE MORE ON PG 102**

CARBON NEUTRALITY



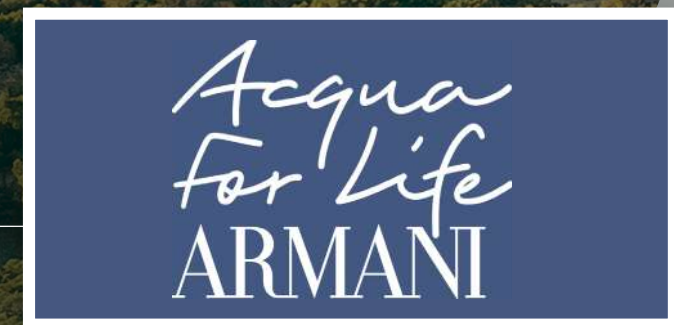
WHAT IS CARBON NEUTRALITY?

The balance of carbon emissions with the removal of carbon dioxide from the atmosphere, by either reducing or compensating the carbon emissions.

COMBATTING CLIMATE CHANGE:

Achieved by the reduction of Armani beauty's carbon emissions by 25% and through the preservation of biodiversity.

CLEAN WATER



WHAT IS ACQUA FOR LIFE?

Water is one of the most important elements on earth, as it creates life. It is a fundamental truth that everything begins with water, as no one can live without. Alongside being a vital element, water empowers lives. Since 2010, Armani's Acqua for Life has been a source of clean water for over 450,000 people, empowering them to write their own life stories.

RESPONSIBLE PACKAGING

POST CONSUMER RECYCLED (PCR)



REFILLABLE PRODUCTS

MAJOR CARBON FOOTPRINT REDUCTION:



SUSTAINABLE SOURCING

CONSCIOUS INGREDIENT SOURCING



ONE Retail

NOW AVAILABLE IN SPANISH
AHORA DISPONIBLE EN ESPAÑOL



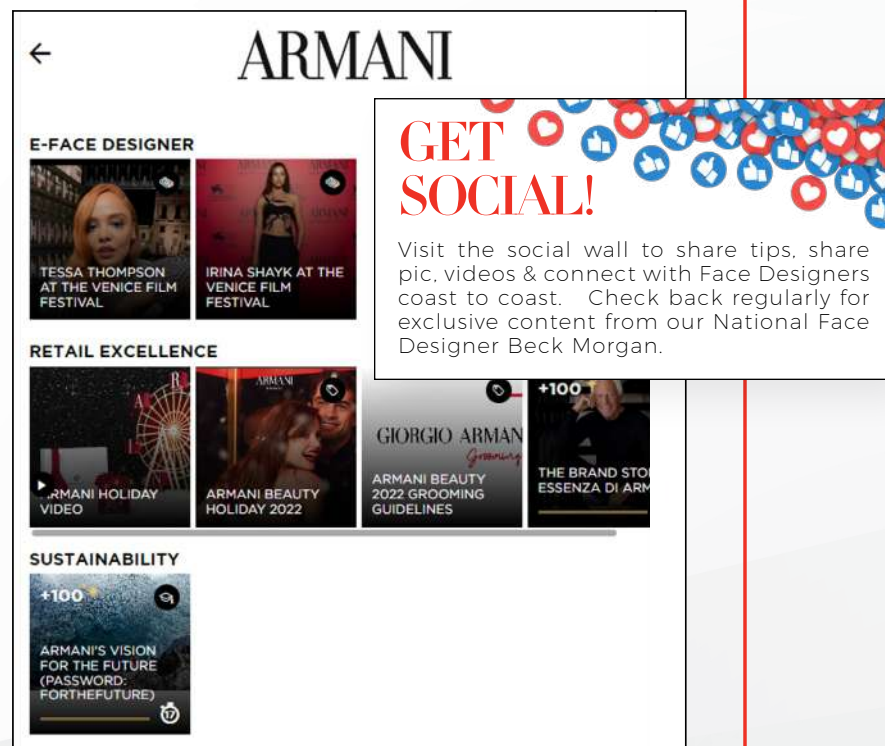
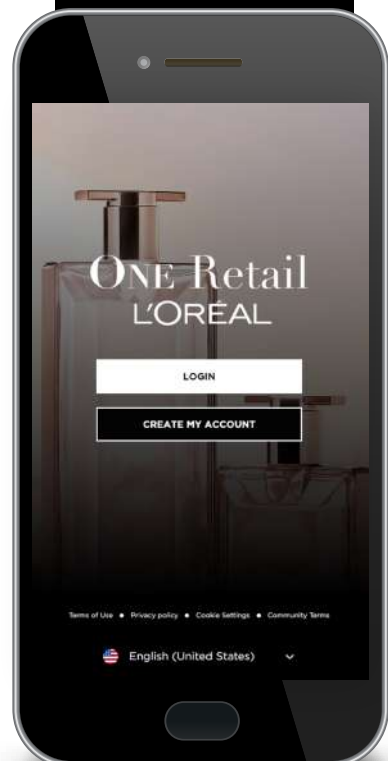
SCAN ME TO REGISTER FOR ONE RETAIL

ONE RETAIL IS YOUR DIGITAL LEARNING RESOURCE. IT IS THE DESTINATION FOR EVERYTHING ARMANI BEAUTY.

KEEP UP-TO-DATE

with the latest Armani fashion & faces. Learn more about our Vision for the Future & test your knowledge about the man behind the brand.

THE BRAND

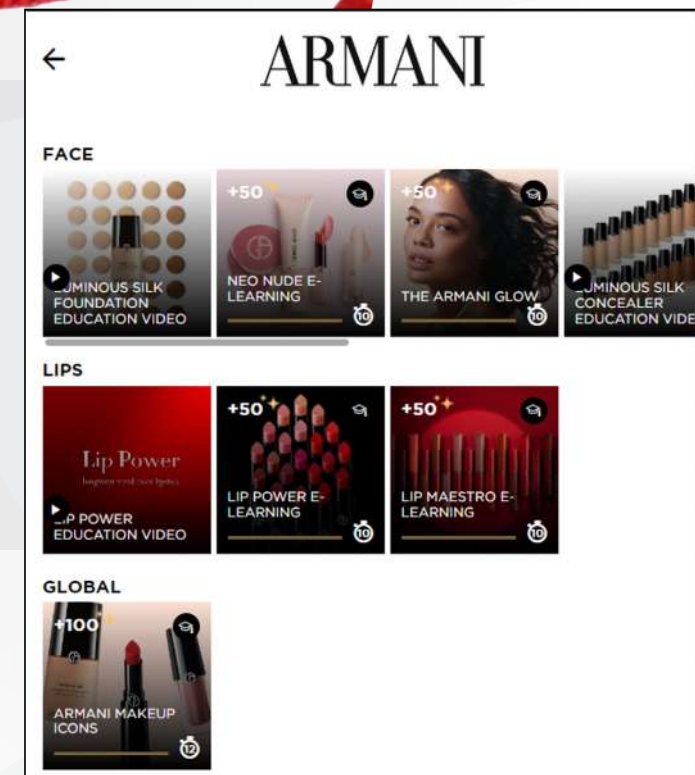


GET SOCIAL!

Visit the social wall to share tips, share pic, videos & connect with Face Designers coast to coast. Check back regularly for exclusive content from our National Face Designer Beck Morgan.

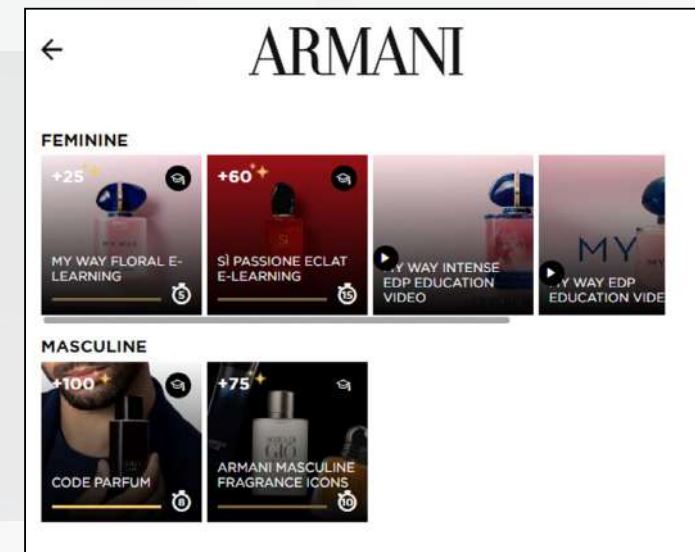
COMPLETE LEARNING

modules, quizzes & selling scenarios to earn points & gratis (when available).



EDUCATION

videos, one-pagers, and fun quizzes to keep you up-to-date on our iconic scents.



NEED A REFRESHER ON THE METASCUPT SERVICES?

More in-depth knowledge about Crema Nera? One Retail has product information, videos and step-by-step techniques to help you be successful.



MAKEUP

FRAGRANCE

SKIN CARE

T.A.I.L.O.R

THE 6 ARMANI BEAUTY T.A.I.L.O.R STEPS

T.A.I.L.O.R IS 6 UNIQUE GIORGIO ARMANI SELLING AND SERVICE STEPS TO MAKE YOU UNFORGETTABLE TO EVERY CLIENT. IT'S HOW TO USE YOUR EXPERTISE TO MAKE HER LOYAL TO ARMANI. IT'S HELPING A WOMAN RECONNECT WITH HERSELF TO REVEAL HER OWN BEAUTY AND MAKE HER UNFORGETTABLE TOO.



BY SAMUEL RIVERA
REGIONAL FACE DESIGNER
@SAMUELRIVERAARTISTRY
SAMUEL ON CLIENT RELATION

THINK ABOUT A CLIENT AS SOMEONE YOU WANT TO HELP FEEL GOOD. TEXT/EMAIL/ CALL/DM YOUR CLIENT TO ASK HOW THEY ARE DOING AND THAT YOU ARE LOOKING FORWARD TO SEEING THEM AGAIN. WHEN WE ONLY CONTACT OUR CLIENTS FOR EVENTS, WE ARE GIVING THEM 'SALES PEOPLE' ENERGY. REMEMBER - YOU ARE AN ARTIST, YOU ARE THE EXPERT AND YOU WANT YOUR CLIENT TO EXPERIENCE THE BEST BRAND, THE BEST PRODUCTS AND THE BEST CUSTOMER SERVICE!

T - TOUCH

Be present. Welcome. Offer a seat. Touch is the way you welcome clients - an important step to make the client want to stay and speak with you. It's an impeccable first impression capturing their attention and offering a seat.

GIVE A NAME, GET A NAME

THANK THE CUSTOMER UP FRONT

A - ADDRESS

Discover their needs and create a personal relationship. Ask questions to get to know your client, understand their specific needs and begin to establish a relationship.

IDENTIFY ONE DETAIL ABOUT THE CLIENT'S LIFE

I - INITIATE

Be a storyteller and present the product the Giorgio Armani way, holding every product with 2 hands, as a precious object. Make sure to display the product name and relate it to their needs.

SHARE ONE TIP THAT IS RELEVANT

L - LINK

Discuss and link other products and services that are right for them. Extend an invitation for a complementary service that will provide them with a sensorial experience and leave a lasting impression.

O - OPPORTUNITY

Take the opportunity to close the sale. Remind the client what they liked and ask what they will be treating themselves to today.

CLOSE WITH CARE

R - RETAIN

Be generous and continue the relationship with your client. Ask them the best way for the two of you to stay connected. Always thank your client and make sure they leave with their consultation card, samples of two different foundations and your business card.

INITIATE CUSTOMIZED FOLLOW-UP

THE ARMANI CLIENT IS...

AMBITIOUS - GOAL-ORIENTED - PASSIONATE
CONNECTED - ADVENTUROUS - FREE-SPIRITED - DISCERNING
TASTEFUL - HEDONISTIC - SOCIAL RECOGNITION



THEY ARE:

ARTICULATE

- GREET THEM WITH "WELCOME TO ARMANI"

CURIOUS

- ASK THEM ABOUT THEIR LIFESTYLE
- CREATE A WARDROBE OF PRODUCTS BASED ON THEIR ANSWERS
- MIRROR THEIR BEHAVIOR, FOR EXAMPLE, IF THEY ARE IN A HURRY - YOU BE IN A HURRY
- ALWAYS OFFER THEM 2 CUSTOMIZED SAMPLES, 1 SAMPLE BEING A FOUNDATION

HARD WORKING

- OFFER THEM A SEAT, AND PAMPER THEM
- ALWAYS PROTECT THEIR CLOTHING AND HANDBAG
- OFFER A BEVERAGE WHEN POSSIBLE

ORGANIZED

- OFFER A SYSTEM SUCH AS THE ARMANI GLOW, A SKINCARE ROUTINE AND/OR A DAY & NIGHT TIME MAKEUP LOOK
- FILL OUT A CLIENT CARD AND FACE CHART TO REMIND THEM OF THE ORDER OF PRODUCTS AND PLACEMENT

BORN LEADERS

- INCLUDE THEM IN THE SELECTION PROCESS WHILE GIVING THEM YOUR EXPERT RECOMMENDATION
- REMIND THEM THAT YOU WILL BE FOLLOWING UP TO SEE HOW THEY ARE ENJOYING THEIR PRODUCTS

SKINCARE



GIORGIO ARMANI
beauty

CREMA NERA

TARGETS ALL SIGNS OF AGING | BUILD YOUR ROUTINE

#1 CLEANSE



#2 REFRESH



PRODUCT	SUPREME BALANCING OIL-IN-GEL	SUPREME CLARIFYING FOAM-IN-CREAM	ACQUA PANTELLERIA	ACQUA REVISCENTALIS
BENEFITS	DISSOLVES MAKEUP CLEANSING COMFORT & HYDRATION	REMOVES MAKEUP CLARIFIES PURIFIES	PROTECTS HYDRATES PLUMPS	CLARIFIES BRIGHTENS REFINES SKIN
	SRP \$90.00	SRP \$95.00	SRP \$160.00	SRP \$160.00

#3 TREAT



PRODUCT	REVISCENTALIS META CONCENTRATE	FIRMING PLUMPING ESSENCE	CONTOUR DEFINING EYE SERUM	SUPREME REVIVING CREAM	SUPREME REVIVING LIGHT CREAM
BENEFITS	ACCELERATES CELL RENEWAL LIFTS AND FIRMS	FIRMING LIFTING HYDRATING	FIRMING LIFTING ANTI-DARK CIRCLES	MOISTURE HYDRATION	24-HOUR HYDRATION
	SRP \$425.00	SRP \$440.00 <small>LIMITED DISTRIBUTION</small>	SRP \$180.00	SRP \$440.00	SRP \$440.00

#4 NOURISH



PRODUCT	LIFTING META EYE TREATMENT	LIGHT REVIVING EYE CREAM
BENEFITS	SMOOTHING FIRMING LIFTING RENEWING	BRIGHTENS ANTI-DARK CIRCLES DE-PUFFS
	SRP \$230.00	SRP \$230.00



CREMA NERA

WHAT IS CREMA NERA?

SHARE WITH YOUR CLIENTS

THE CREMA NERA COLLECTION CONTAINS A POWERFUL PLANT EXTRACT CALLED REVISCENTALIS, IT:

- 1 **PROTECTS**
YOUR SKIN FROM FREE-RADICALS WITH ANTIOXIDANTS THAT ARE THIRTY TIMES MORE POWERFUL THAN VITAMIN C
- 2 **PURIFIES**
YOUR SKIN BY ELIMINATING TOXINS AND TURNING THEM INTO ENERGY FOR HEALTHY SKIN
- 3 **REGENERATES**
YOUR SKIN BY INCREASING CELL TURNOVER THAT GIVES THE SKIN MORE RADIANCE, EVENNESS, FIRMNESS, SMOOTHNESS AND REFINES THE TEXTURE FOR SKIN REVIVAL IN JUST 12 HOURS

TECHNOLOGY & EXTRACTION

FROM A RESURRECTION PLANT TO A CONCENTRATE FOR THE SKIN



1

DRY HARVEST WHEN THE PLANT IS AT IT'S MOST POWERFUL

RESURRECTION PLANTS

PLANTS THAT CAN SURVIVE EXTREME DEHYDRATION OVER MONTHS OR YEARS. ARMANI LABS SCREENED 350 PLANTS TO FIND THE MOST POWERFUL ONE

PHOENIX PLANT

THE MOST POWERFUL SPECIES OF THE RESURRECTION PLANT, SELECTED BY ARMANI LABS IN PARTNERSHIP WITH PLANT BIOLOGIST - JILL FARRANT



2

RESURRECTION

THE PHOENIX PLANT IS IMMERSSED IN WATER TO STIMULATE THE REVIVING PROPERTIES



3

CELL PROFILING

CELL PROFILING

IS THE ANALYZING OF THE KEY METABOLITES OF THE PLANT. THIS PROCESS PRECISELY SELECTS ONLY KEY METABOLITES THAT PROTECT AGAINST EXTREME ENVIRONMENTAL CONDITIONS AND REGENERATES YOUR SKIN

METABOLITES

ARE BUILDING BLOCKS IN ALL LIVING CELLS. THEY POWER THE PHOENIX PLANT AND CONTAIN THE INGREDIENTS THAT ALLOW THE PLANT TO REVIVE ITSELF

4

HIGH -PRECISION EXTRACTION

REVISCENTALIS

A HIGH-POTENCY EXTRACT FROM THE RESURRECTION PLANT, CONCENTRATED IN METABOLITES



CREMA NERA

SKINCARE | CREMA NERA METASCULPT

METASCULPT™

SERVICES



WHAT IS METASCULPT™?

ARMANI'S NEW SIGNATURE HIGH-PRECISION MASSAGING TECHNIQUES.

SLOWS AGING | INSTANT LIFT & FIRMNESS | BOOST EFFICACY OF YOUR SKINCARE



WHY METASCULPT™?

- 1 STRENGTHEN**
TO STRENGTHEN OUR PROFESSIONAL EXPERTISE
- 2 TEACH**
OFFER OUR CLIENTS A LUXURY EXPERIENCE AT STORE & TEACH MASSAGE TECHNIQUES THAT THEY CAN TAKE HOME
- 3 SHOWCASE**
TO SHOWCASE THE HIGH-PRECISION, POWERFUL EFFICACY OF THE CREMA NERA SKINCARE LINE

BENEFITS OF METASCULPT™

SHARE WITH YOUR CLIENTS

- 1** VISIBLY SCULPTS THE SKIN, STIMULATES SKIN CELL METABOLISM & SLOWS DOWN THE SIGNS OF AGING
- 2** TECHNIQUES TO RELAX FACE FASCIAS & STIMULATE FACIAL MUSCLE
- 3** GOES BEYOND TRADITIONAL MASSAGE TO TRANSFORM THE SKIN & INCREASE EFFICACY OF SKINCARE ABSORPTION

ARMANI BEAUTY **X** DELPHINE LANGLOIS



*MEET
DELPHINE
LANGLOIS FRANCES*

**WORLD RENOWNED FACIALIST
CEO OF ACADEMY OF FACIALISTS**
14 YEARS EXPERIENCE AT GEORGE V SPA IN PARIS

Armani beauty collaborated with Delphine Langlois to create massage techniques that with lift, smooth & firm the skin in combination with the Crema Nera skincare line.

@DELPHONELANGLOIS.FACIALISTE



WHY WE NEED METASCULPT™

FACE & SKIN STRUCTURE - HOW WE AGE

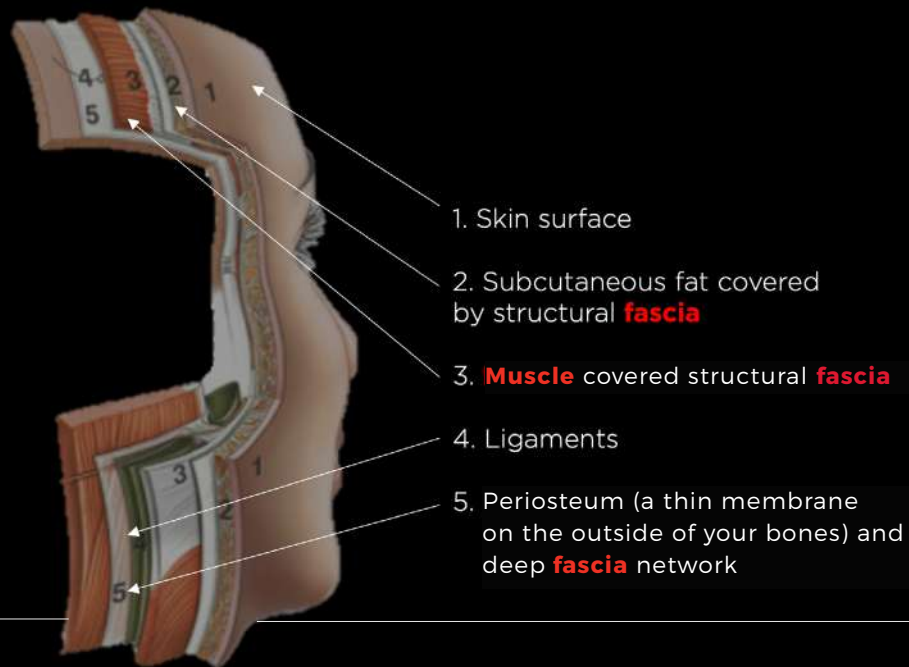
structure OF THE FACE

Fascia is several layers of connective tissue that is just below the skin's surface and encases our entire body like a spiderweb.

As you age, your body produces less collagen. With less collagen, the fascia starts to dry out and tighten. If the fascia is restricted, it will hold deeper facial wrinkles in place, until released with massage.

Stretching and manipulating the fascia through different massages encourages the body to produce more collagen & elasticity.

This diagram shows that the fascia is in all the layers under the skin. Therefore, we need to work deep into the skin's surface to release the tight facial muscles.



structure OF THE SKIN

facial bones

BONE STRUCTURE CHANGES THROUGH BONE EXPANSION AND RESORPTION. BONE RESORPTION IS THE DESTRUCTION OF BONE TISSUES THAT PROMOTES BONE LOSS. AS THE BONE MASS REDUCES, THE SOFT TISSUES (MUSCLES, FAT) HAVE FEWER ATTACHEMENTS. The diagram shows flattening of the cheek bones and recession of the chin.



muscle aging

LOSS OF MUSCLE VOLUME

DECREASE IN THE THICKNESS, SHAPE, PLUMPNESS OF THE MUSCLES

SKIN LOOSENS & FACIAL FEATURES SAG

DECREASE MUSCLE FIBERS

WHEN THERE IS A DECREASE IN MUSCLE FIBERS THE SKIN COVERING THE MUSCLES PROGRESSIVELY WRINKLES.

FACIAL FEATURES SAG AND THERE IS A LACK OF FIRMNESS & EXPRESSION LINES APPEAR



facial fat

FAT PROVIDES THE FULLNESS FOR THE SKIN. AS AGING PROGRESSES, FAT NOT ONLY BEGINS TO REDUCE, IT SHIFTS AND REDISTRIBUTES TO OTHER PARTS OF THE FACE.

It's easy to see that without the supporting fat, the eyes become hollow, the nasolabial folds deepen and the cheeks sag forming jowls.



ESSENTIAL SERVICE METASCULPT™

15 MINUTE MASSAGE SERVICE

OBJECTIVE

- Recruit new skincare clients & makeup clients

HOW?

- Deliver a 15 MINUTE SERVICE WITH METASCULPT TECHNIQUES
- Recommend product / give samples
- Teach at-home massage techniques

WHO?

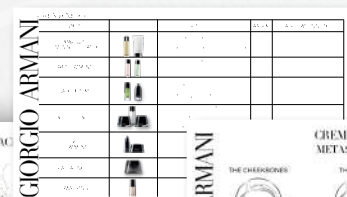
- Any skincare or makeup client

PERFORMED

- By Face Designers at the makeup counter

RESOURCES

Consultation Card



Essential service training on One Retail



15-Minute Training Manual

ESSENTIAL SERVICE METASCULPT

BEST PRACTICES

- 1 Practice the massage techniques on yourself & a friend before you start with your clients
- 2 Figure out if you like to stand in front or behind your client
- 3 Have a very clean area with just the skincare displayed
- 4 Clean your hands in front of your client
- 5 Offer your client a mirror so that they can watch the massage techniques
- 6 Confirm with your client if they like your pressure
- 7 At the end, give them a consultation card and point out the QR code that will direct them to videos of the at-home massages
- 8 Follow – up with your client to see how they are enjoying their products & invite them in for another metasculpt service

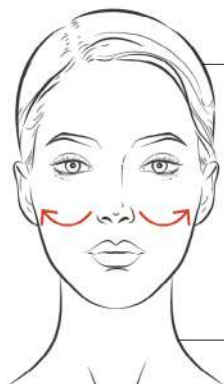
AT HOME TECHNIQUES METASCULPT™

*WHAT IF WE CAN SHOW OUR CLIENTS
HOW TO BOOST THE EFFICACY OF CREMA NERA
& VISIBLY SCULPT THEIR FACE WITH METASCULPT TECHNIQUES?*

Introduce the Metasculpt techniques to all your skincare clients so they can practice at home to enhance the efficacy of their Crema Nera products in between Metasculpt treatments at your counter.

THE CHEEKBONE MASSAGE

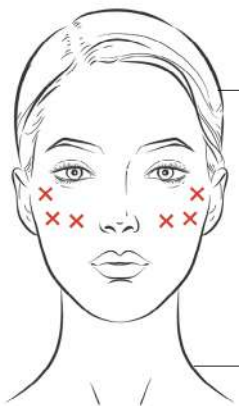
STEP#1



sculpt

- Bend your index fingers (form a hook)
- Sculpt the cheekbones with deep smoothing motions
- Start from the sides of the nose then follow the structure of the cheekbone and finish the gestures on the temples

STEP#2



stimulate

- Grab the cheekbones between your thumbs and your index fingers
- Stimulate the skin with tonic pinching

STEP#3



smooth

- Place your fingers on the fold
- Form a hook with your fingers and embed them gently on the muscles
- Smooth the nasolabial fold with piano fingers and stretching motions



THE JAWLINE MASSAGE

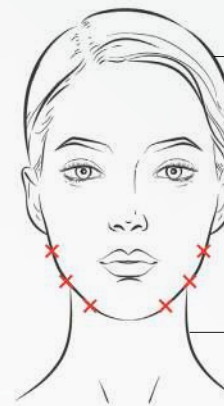
STEP#1



sculpt

- Form a heart with your index finger and your thumb and place them on the chin
- Sculpt the jawline in upwards smoothing and lifting motions with your hooked index finger placed above the jaw and your thumb placed under it
- Smooth it slowly and with depth, up until the earlobe

STEP#2



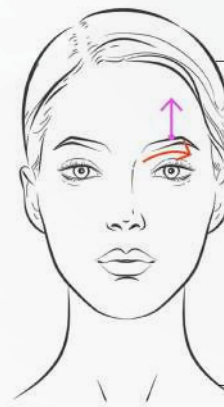
stimulate

- Stimulate the skin with tonic pinching with your thumb and your index finger



THE EYE MASSAGE

STEP#1



lift

- Place one hand above the eyebrow to avoid creating lines on the forehead
- Use the index finger and lift the eyebrow zone with big slow and deep smoothing motions
- Start on the inside of the eye and go up until you have reached the end of the eyebrow
- Be careful to grab the orbicular muscle of the upper eye before lifting it

STEP#2



smooth

- Place your fingers on the crow's feet
- Form a hook with your fingers and embed them gently on the orbicular muscle and stretch the wrinkle
- Smooth the crow's feet with piano fingers and stretching motions



CREMA NERA



SUPREME CLARIFYING FOAM-IN-CREAM CLEANSER

SKINCARE | SRP \$95

A FOAMING, ANTI-AGING CLEANSER THAT REMOVES IMPURITIES WITHOUT DRYING SKIN.

BENEFITS

CLARIFIES
PURIFIES
HYDRATES

TECHNOLOGY

· REVISCENTALIS & PANTELLERIA MINERALS ·
· TARGETS ALL SIGNS OF AGING



PAIR WITH:
SUPREME BALANCING OIL-IN-GEL CLEANSER
ACQUA REVISCENTALIS



SUPREME BALANCING OIL-IN-GEL CLEANSER

SKINCARE | SRP \$90

RESTORES STRESSED AND FATIGUED SKIN TO A HEALTHY AND RADIANT TEXTURE

BENEFITS

DISOLVES MAKEUP
PURIFIES
COMFORTS

TECHNOLOGY

· REVISCENTALIS AND MINERALS ·
· ADDRESSES ALL SIGNS OF AGING
· BLACK CUMIN OIL ·
· PLUMPS AND REPAIRS SKIN

PAIR WITH:
FOAM-IN-CREAM CLEANSER
ACQUA PANTELLERIA



ACQUA PANTELLERIA ANTIOXIDANT TREATMENT LOTION



SKINCARE | SRP \$160

CREATED BY THE MINERAL RICH WATERS OF PANTELLERIA, THIS LUXURIOUS LOTION SOFTENS THE SKIN AND ENHANCES THE BENEFITS OF THE ENTIRE CREMA NERA REGIMEN

BENEFITS

HYDRATES
PROTECTS
REGENERATES

TECHNOLOGY

· REVISCENTALIS & MINERALS ·
· ADDRESSES ALL SIGNS OF AGING
· HYALURONIC ACID ·
· HYDRATES AND PLUMPS
· VITAMIN E & GRAPEFRUIT EXTRACT ·
· HIGH IN ANTIOXIDANT PROPERTIES

ARTISTRY TIP

AN EXCELLENT INTRODUCTORY PRODUCT TO SHOW NEW AND EXISTING CLIENTS, AS IT HELPS ANY SKINCARE APPLIED AFTERWARDS ABSORB BETTER

PAIR WITH:
FIRMING PLUMPING ESSENCE
CREMA NERA CREAM



ACQUA REVISCENTALIS REVIVING TREATMENT LOTION

SKINCARE | SRP \$160

SOAKED IN HYDRATION, SKIN IS CLARIFIED, BRIGHTENED AND REFINED FOR IMPROVED SKINCARE PENETRATION

BENEFITS

HYDRATING
CLARIFYING
EXFOLIATING

TECHNOLOGY

· HIGHEST CONCENTRATION OF REVISCENTALIS ·
· FOR CELLULAR ANTI-OXIDATION AND DETOXIFICATION
· PANTELLERIA MINERALS ·
· REINFORCES SKIN'S BARRIER FOR STRONGER STRUCTURE AND LOCKED IN HYDRATION
· BEECH BUD & HIGH CONCENTRATION OF GLYCOLIC ACID ·
· PROVIDES CELLULAR RENEWAL AND EXFOLIATION FOR SMOOTHER, MORE EVEN COMPLEXION

PAIR WITH:
META CONCENTRATE
CREMA NERA LIGHT TEXTURE



CREMA NERA **FACE**

REVISCENTALIS META CONCENTRATE ★

SKINCARE | SRP \$425

IN A FIRST TO THE BEAUTY INDUSTRY, THIS ADVANCED CONCENTRATE TRIPLES THE POWER OF REVISCENTALIS, TRANSFORMING THE SKIN AND TARGETS ALL SIGNS OF AGING

BENEFITS

ACCELERATES CELL RENEWAL
LIFTS AND FIRMS
EVENS SKIN TONE
SMOOTHS TEXTURE

TECHNOLOGY

- TRIPLE ENCAPSULATION OF REVISCENTALIS ·
- ACTIVATES SKIN REVIVING ABILITY AND ACCELERATES CELL RENEWAL
- CERAMIDES, FERULIC AND AMINO ACIDS ·
- SMOOTH SKIN TEXTURE
- HYALURONIC ACID ·
- MOISTURIZES AND PLUMPS THE SKIN

PAIR WITH:

ACQUA REVISCENTALIS
CREMA NERA CREAM LIGHT TEXTURE

FIRMING PLUMPING ESSENCE

* LIMITED DISTRIBUTION

SKINCARE | SRP \$440

GEL-ESSENCE SERUM CONCENTRATED IN REVISCENTALIS™ TO REFIRM THE SKIN WITH INSTANT FIRMLING, LASTING RADIANCE AND RESTORES SKIN'S DENSITY

BENEFITS

FIRMING
PLUMPING
RE-DENSIFIES

TECHNOLOGY

- REVISCENTALIS & PANTELLERIA MINERALS ·
- TARGETS ALL SIGNS OF AGING
- MEDITERRANEAN PLANTAIN ·
- FOR FIRMLING AND RE-DENSIFYING THE SKIN
- MICRO EMULSION ·
- PROVIDES DEEP SKIN PENETRATION OF ACTIVE INGREDIENTS, INSTANTLY

PAIR WITH:

ACQUA PANTELLERIA
CREMA NERA CREAM

GIORGIO ARMANI

beauty



CREMA NERA EYES

ARMANI
beauty

CONTOUR DEFINING EYE SERUM ★

*FORMALLY KNOWN AS VOLUME RESHAPING EYE SERUM. THE FORMULA REMAINS THE SAME



SKINCARE | SRP \$180

THIS SERUM TARGETS WRINKLES, PUFFINESS, FIRMNESS AND DARK CIRCLES

BENEFITS

BRIGHTENING
SMOOTHING
FIRMING
LIFTING

TECHNOLOGY

- REVISCENTALIS & MINERALS · ADDRESSES ALL SIGNS OF AGING
- TREHALOSE · DERIVED FROM SUGAR, DEEPLY NOURISHES SKIN
- HYALURONIC ACID · HYDRATES AND RE-PLUMPS
- HALOXYL · POWERFUL INGREDIENT FOR THE REDUCTION OF DARK CIRCLES

PAIR WITH:

LIGHT REVIVING EYE CREAM
POWER FABRIC CONCEALER

LIGHT REVIVING EYE CREAM

SKINCARE | SRP \$230

TARGETS WRINKLES AND PUFFINESS WHILE ILLUMINATING AND HYDRATING THE EYE AREA



BENEFITS

BRIGHTENING
SMOOTHING
DE-PUFFS
NOURISHING

TECHNOLOGY

- REVISCENTALIS AND MINERALS · ADDRESSES ALL SIGNS OF AGING
- BUCKWHEAT EXTRACT & CAFFEINE · DE-PUFFS EYES
- HALOXYL COMPLEX · THE MOST POWERFUL INGREDIENT TO DIMINSH DARK CIRCLES
- MINERALS - SILICIUM, POTASIMUM, MAGNESIUM, SODIUM · OPTIMIZE LIGHT REFLECTION TO BRIGHTEN THE EYE

PAIR WITH:

CONTOUR DEFINING EYE CREAM
LUMINOUS SILK CONCEALER

ARTISTRY TIP

ALWAYS SHOWCASE THE MIRROR ON THE BOTTOM OF THE JAR, AS THIS FORMULA IS EXCELLENT FOR REVIVING THE UNDER EYE CONCEALER AFTER A LONG DAY

CREMA NERA
firming meta
eye treatment
GIORGIO ARMANI



CREMA NERA ★ FIRMING META EYE TREATMENT

SKINCARE | SRP \$230

A CONCENTRATED ANTI-AGING EYE TREATMENT WITH PEPTIDES, SPECIFICALLY DESIGNED TO LIFT, FIRM, AND SMOOTH THE EYE AREA. FORMULATED WITH REVISCENTALIS EXTRACT AND TARGETED PEPTIDES FOR HIGH PRECISION WRINKLE CORRECTION OVER TIME

BENEFITS

ACCELERATES CELL RENEWAL
LIFTS
FIRMS
SMOOTHS

TECHNOLOGY

- REVISCENTALIS AND MINERALS - PROTECT, PURIFY AND REGENERATE THE EYE AREA
- 7 POTENT PEPTIDES
- PEPTIDES ARE AMINO ACIDS THAT NATURALLY OCCUR IN THE SKIN. COLLAGEN IS MADE OF 3 PEPTIDES. ADDING PEPTIDES STIMULATE THE SKIN TO MAKE COLLAGEN. MORE COLLAGEN CAN LEAD TO FIRMER-LOOKING SKIN.

CREMA NERA EYE ROUTINE

ADVANCED SIGNS OF AGING TO CORRECT
CONTOUR DEFINING EYE SERUM
&
LIGHT-REVIVING EYE CREAM

FIRST SIGNS OF AGING TO PREVENT
CONTOUR DEFINING EYE SERUM
&
LIGHT-REVIVING EYE CREAM



REDUCES PUFFINESS & DARK CIRCLES
PROVIDES RADIANCE



FIGHTS WRINKLES
FIRMS & LIFTS EYE AREA

CREMA NERA MOISTURIZERS



SUPREME REVIVING CREAM★

SKINCARE | SRP \$440

THIS DOUBLE-SILK TEXTURED CREAM TARGETS ALL SIGNS OF AGING TO NOURISH EVEN THE DRIEST SKIN

BENEFITS

REVIVE
NOURISH
SOOTHES

TECHNOLOGY

- REVISCENTALIS AND MINERALS · ADDRESSES ALL SIGNS OF AGING
- MEDITERRANEAN CAPERS · PROVIDE SOFTNESS AND SUPPLENESS TO THE SKIN
- PEACH KERNEL OIL · NATURAL OIL FOR NOURISHMENT
- SHEA BUTTER · FOR AN INTENSE NOURISHING FEELING



PAIR WITH:
ACQUA PANTELLERIA
FIRMING PLUMPING ESSENCE

SUPREME REVIVING LIGHT CREAM★

SKINCARE | SRP \$440

THIS LIGHT VERSION OF THE ORIGINAL CREMA NERA CREAM HYDRATES AND CORRECTS ALL SKIN TYPES, EVEN IN HOT AND HUMID WEATHER



BENEFITS

SOFTENS
SMOOTHS
FIRMS

TECHNOLOGY

- REVISCENTALIS AND MINERALS · ADDRESSES ALL SIGNS OF AGING
- MANNOSE · PROVIDES 24-HOUR HYDRATION AND AN ULTRA-LIGHT TEXTURE

SUPREME REVIVING CREAM 30ML & SUPREME REVIVING LIGHT CREAM 30ML

SKINCARE | SRP \$280

AVAILABLE IN ALL STORES



ARMANI
beauty

CREMA NERA REFILL

ONLY AVAILABLE IN THE 50ML SIZE

SKINCARE | SRP \$370

NOW AVAILABLE IN AN EASY TO INSERT REFILL. THE REFILLABLE JAR IS IN-LINE WITH ARMANI BEAUTY'S COMMITMENT TO ACTING IN AN ENVIRONMENTALLY-RESPONSIBLE WAY



GIORGIO ARMANI

GIORGIO ARMANI
CREMA NERA EXTREMA
supreme reviving cream

CREMA NERA
Supreme reviving cream

GIORGIO ARMANI

CREMA NERA SKIN PRECISION ANALYZER

AN ONLINE SKIN DIAGNOSTIC TOOL POWERED BY ARTIFICIAL INTELLIGENCE & A HIGH-PRECISION ALGORITHM TO ANALYZE YOUR SKIN IN JUST 1 SELFIE
UNLOCK YOUR CREMA NERA ROUTINE FOR PRECISION SKIN REVIVAL

WHY SHOULD YOU USE IT WITH YOUR CLIENTS?

· To boost brand awareness, recruit clients & increase skincare business

A PERSONALIZED TAILOR-MADE SKIN CARE PRESCRIPTION

- Routines varies according to skin type
- Dedicated skincare/ content recommendation
- Ingredients focused information

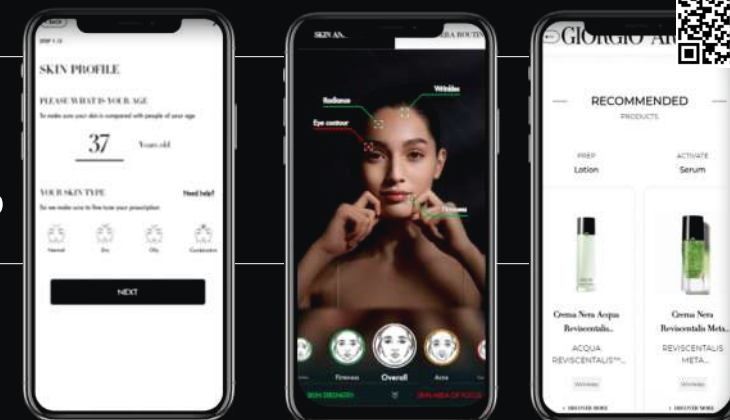
5 SKIN CONCERNS DETECTED

- Wrinkles
- Eye contour
- Lack of firmness
- Lack of radiance
- Acne

TRY IT NOW!



HOW TO PERSONALIZE THE EXPERIENCE ?



1. SKIN TYPE

Distinctive routine by skin type:
OILY, COMBINATION, NORMAL, DRY

2. CONCERNS ANALYSIS

5 skin concerns analyzed : FIRMNESS, RADIANCE, ACNE, EYE CONTOUR, WRINKLES

3. 5 STEP ROUTINE

Fully personalized skincare routine focused on the main concern : CLEAN, PREP, ACTIVATE, EYE CONTOUR, TREAT, PAMPER





MAKEUP

COMPLEXION | LIPS | EYES

DID YOU KNOW?

THE SECRET TO ARMANI'S SECOND-SKIN FINISH AND FEEL

ARMANI BEAUTY PRODUCTS ARE ALWAYS FORMULATED IN A TRANSLUCENT BASE, NEVER WHITE OR OPAQUE. THIS OFFERS UNPARALLELED DEPTH OF COLOR AND RADIANCE, ENSUING THE PRODUCT LOOKS AND FEELS LIKE A SECOND-SKIN.

GIORGIO ARMANI
beauty

*What gives Luminous Silk Foundation
the iconic natural glow?*

MICRO-FIL TECHNOLOGY

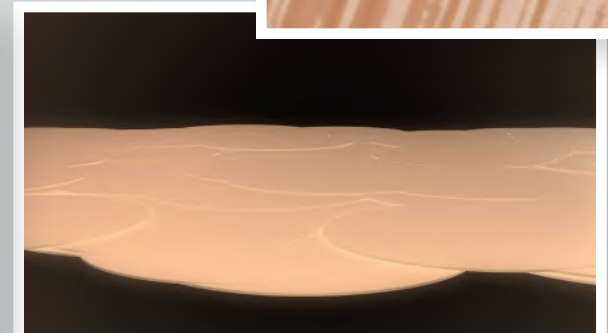
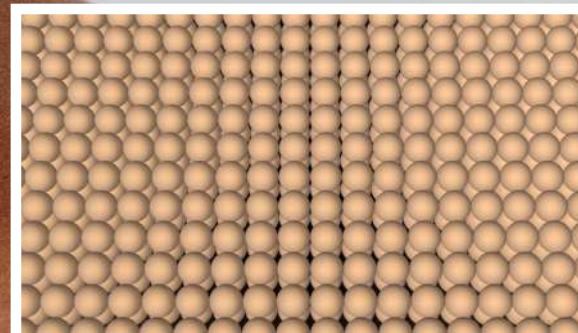
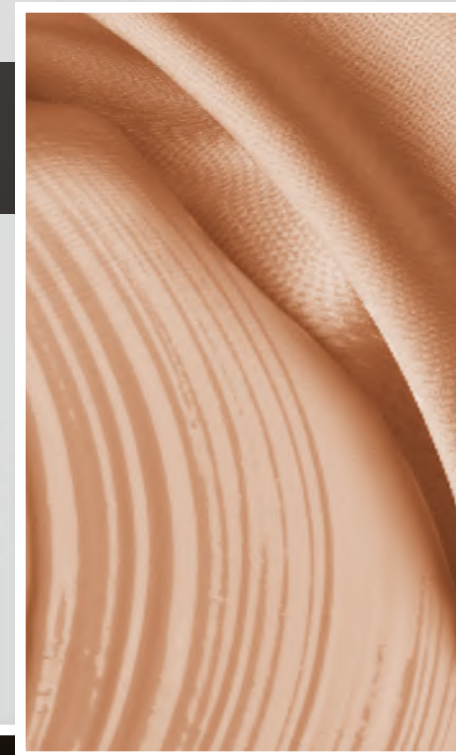


*“EACH TEXTURE IS LIKE AN
EVANESCENT WEAVE THAT REVEALS
THE NATURAL BEAUTY OF THE SKIN.
APPLYING MAKEUP IS ALL ABOUT
ENHANCING, NOT CONCEALING”*

Giorgio Armani

THE SECRET BEHIND LUMINOUS SILK

MICRO-FIL IS ARMANI'S PATENTED, PROPRIETARY TECHNOLOGY. WE TAKE THE HIGHEST QUALITY INGREDIENTS AND REFINE THEM TO THEIR SMALLEST POSSIBLE PARTICLES, RESULTING IN UNIQUELY FLAT MOLECULES THAT CREATE A WEIGHTLESS FORMULA THAT LAYERS SEAMLESSLY & SMOOTHS THE APPEARANCE OF THE SKIN. THESE PIGMENTS SIT IN A TRANSPARENT BASE ENSURING THE FORMULA IS NEVER GRAY OR ASHY AND ALWAYS ALLOWS YOUR NATURAL RADIANCE TO SHINE THROUGH. THIS IS WHY, ARMANI MAKEUP IS MISTAKE-PROOF FOR ALL CLIENTS, DELIVERING SEAMLESS BLENDING & LAYERING.



GOES FROM TRADITIONAL SPHERICAL INGREDIENTS TO FLAT

DID YOU KNOW?

MICRO-FIL TECHNOLOGY IS EXCLUSIVE TO GIORGIO ARMANI
EVERY LUMINOUS SILK PRODUCT; LIQUID OR POWDER,
IS MADE WITH MICRO-FIL TECHNOLOGY

COMPLEXION

LUMINOUS SILK COLLECTION

ICONIC NATURAL GLOW FOUNDATION CHERISHED BY CELEBRITIES



CELEBRITIES

Sabrina Carpenter, Beatrice Granno, Sydney Sweeney, Tessa Thompson, Isabela Merced, Alessandra Ambrosio, Camila Mendes, Dakota Johnson

CROWNED BY THE PRESS

MEDIA HIGHLIGHTS

Luminous Silk

THE HOLLYWOOD
REPORTER.COM

Feb 2024

RED CARPET
ESSENTIALS AWARDS
Luminous Silk Foundation
Luminous Silk Concealer

NEW BEAUTY.COM

Online Spring/Summer

2024 NEW BEAUTY AWARDS
Luminous Silk Foundation

WHO WHAT WEAR.COM

May 2024

THE WHO WHAT WEAR 100
BEAUTY AWARDS
Luminous Silk Foundation

IN STYLE.COM

March 2024

RED CARPET
BEAUTY AWARDS
Luminous Silk Concealer

WOMENS
HEALTH.COM

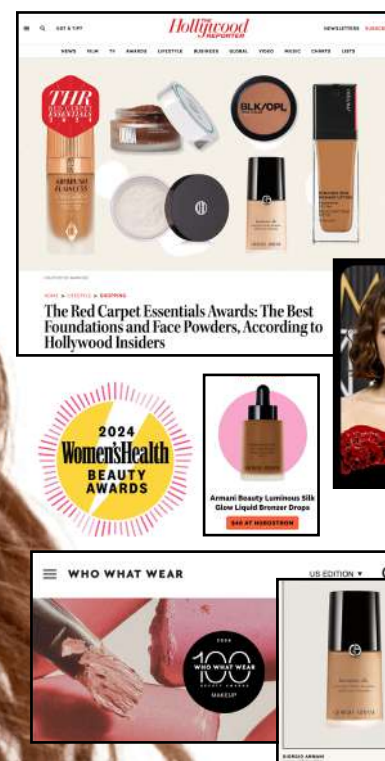
April 2024

BEAUTY AWARDS 2024
Luminous Silk Glow
Liquid Bronzer

TODAY.COM

June 2024

SHOP TODAY 2024 BEAUTY AWARDS
Luminous Silk Foundation



PRIZED BY THE MEDIA





GIORGIO ARMANI

FOUNDATION

GEOGRAPHY



GIORGIO ARMANI

	GLOW		MATTE	
	<p>Luminous Silk Glow Setting Powder</p> 		<p>Luminous Silk</p> 	<p>Power Fabric+</p> 
	<p>LESS COVERAGE</p>			<p>MORE COVERAGE</p>
RESULT	SKIN PERFECTING POWDER		NATURAL MATTE LIGHTWEIGHT 24-HOUR WEAR TRANSFER RESISTANT SPF25	
APPLICATION	POWDER BRUSH APPLICATOR		BLENDER BRUSH	
COVERAGE	SHEER INVISIBLE BLURRING COVERAGE		MEDIUM TO FULL	
	SRP \$69.00		SRP \$69.00	SRP \$70.00

SEE PAGE 138 TO NAVIGATE SHADE RANGE

PRIMERS



LUMINOUS SILK HYDRATING PRIMER

COMPLEXION | **SRP \$46**

A HYDRATING PRIMER THAT GIVES GLOW AND LONGEVITY TO ANY COMPLEXION PRODUCT

BENEFITS

- HYDRATING
- SMOOTHING
- BOOST RADIANCE

FEATURES

- GLYCERIN FOR HYDRATION
- 2D CRYSTAL PIGMENTS EVEN SKIN TONE AND BLUR IMPERFECTIONS
- OIL-IN-WATER EMULSION FOR A NO MAKEUP FEEL

PAIR WITH:
UNDER ANY MAKEUP REQUIRING A
RADIANT FINISH AND HYDRATING FEEL



FLUID MASTER PRIMER

COMPLEXION | **SRP \$46**

A PRIMER THAT LEAVES THE SKIN WITH A SOFT MATTE, TRANSPARENT FINISH

BENEFITS

- MATTIFYING
- SMOOTHING
- WEIGHTLESS

FEATURES

- TRANSPARENT REFINERS SMOOTH AND REFINE THE SURFACE OF OILY SKIN

PAIR WITH:
UNDER ANY MAKEUP TO SMOOTH
OR MATTIFY MAKEUP RESULT



BY TABETHA BRIGGS
REGIONAL FACE DESIGNER
@T.BRIGGSBEAUTY

TABETHA ON LUMINOUS SILK PRIMER

"MY FAVORITE WAY TO USE LUMINOUS SILK PRIMER IS TO MIX EQUAL PARTS WITH A PUMP OF LUMINOUS SILK FOUNDATION! IT CREATES A BEAUTIFUL SHEER HYDRATED BASE AND ALLOWS YOU TO BUILD YOUR CUSTOM COVERAGE WHILE HAVING A HEALTHY SKIN GLOW! EVERY TIME I DO THIS TRICK, THE SKIN IS RADIANT AND SO VERY SMOOTH - PORES HAVE DISAPPEARED!" TABETHA BRIGGS, REGIONAL FACE DESIGNER

FIND
THE RIGHT
FOUNDATION
for YOUR CLIENT

ASK

WHAT KIND OF **COVERAGE** WOULD YOU LIKE? **1** *light, medium or full*

WHAT KIND OF **FINISH** WOULD YOU LIKE? **2** *luminous or matte*



LUMINOUS SILK FOUNDATION

COMPLEXION | SRP \$69

AN AWARD-WINNING OIL-FREE FOUNDATION THAT DELIVERS MEDIUM BUILDABLE COVERAGE AND A NATURAL FINISH THAT LEAVES SKIN LOOKING FLAWLESS

BENEFITS

- INSTANTLY, BLURS, SMOOTHS & COVERS
- UP TO 24HR GLOW, WEAR AND HYDRATION
- 40 TRUE-TO-SKIN SHADES
- NATURAL FINISH
- MEDIUM BUILDABLE COVERAGE
- LIGHTWEIGHT
- OIL-FREE

FEATURES

- FORMULATED WITH PATENTED MICRO-FIL™ TECHNOLOGY FOR SEAMLESS BLENDING AND LAYERING, DELIVERING A FLAWLESS, SECOND-SKIN EFFECT AND A LIT-FROM-WITHIN GLOW



40 SHADES

<p>VERY FAIR</p> <p>3.75 3 PINK GOLDEN</p>	<p>FAIR</p> <p>2 1.5 3.8 PEACH NEUTRAL GOLDEN</p>	<p>LIGHT</p> <p>4.75 4.25 5 4 PINK PEACH NEUTRAL GOLDEN</p>
<p>LIGHT TO MEDIUM</p> <p>5.1 5.2 4.5 5.75 3.5 PINK PEACH NEUTRAL GOLDEN OLIVE</p>	<p>MEDIUM</p> <p>5.25 5.5 5.9 5.8 6 PINK PEACH NEUTRAL GOLDEN OLIVE</p>	
<p>MEDIUM TO TAN</p> <p>7 6.5 6.25 PEACH NEUTRAL GOLDEN</p>	<p>TAN</p> <p>8.25 7.5 8 7.75 7.8 PINK PEACH NEUTRAL GOLDEN OLIVE</p>	<p>TAN TO DEEP</p> <p>8.5 8.75 9 PEACH GOLDEN OLIVE</p>
<p>DEEP</p> <p>11.75 11.5 13 10 11 12 PINK PEACH NEUTRAL GOLDEN OLIVE RED</p>	<p>VERY DEEP</p> <p>13.5 15 13.25 14 PINK NEUTRAL GOLDEN OLIVE</p>	

ARTISTRY TIP

WITH SO MANY COLORS TO CHOOSE FROM, IT'S IMPORTANT TO GET THE SHADE RIGHT! ALWAYS MATCH THE CLIENT TO AT LEAST 3 SHADES AND LET THEM SHARE THEIR OPINION BEFORE YOU SHARE YOUR PICK.

LUMINOUS SILK WEARABLES



LUMINOUS SILK SHADE 3.0

LUMINOUS SILK SHADE 5.5

LUMINOUS SILK SHADE 9.0

LUMINOUS SILK SHADE 13.0

WHEN TO SELL

- THEY WEAR FOUNDATION 3 OR MORE DAYS A WEEK
- THEY WANT THE MOST VALUE FOR THEIR PURCHASE
- THEY CARE ABOUT SUSTAINABILITY
- THEY HAVE TRIED LUMINOUS SILK BEFORE AND ARE REPLENISHING THE PRODUCT
- THEY WILL NOT HAVE TO REPLENISH THEIR BOTTLE OF FOUNDATION FOR AT LEAST 5-6 MONTHS*

full 30ml



VS

mini size 18ml



- THEY HAVE NOT USED THE FOUNDATION AND ARE HESITANT TO PURCHASE
- THEY ALREADY HAVE A 30ML AND WANT A TRIAL SIZE TO CARRY AND REFILL
- THEY WANT A DEEPER/LIGHTER COLOR FOR A SHADE ADJUSTER*

*SUNLESS TANNING, VACATION, TIME OF YEAR

*(BASED ON ARMANI AVERAGE FOUNDATION USER)

LUMINOUS SILK FOUNDATION MINI

COMPLEXION | SRP \$48

OUR AWARD-WINNING FORMULA COMES IN A 18ML SIZE. AVAILABLE IN ALL SHADES.



WINNER OF OVER 40 INTERNATIONAL AWARDS



LUMINOUS SILK

HYDRATING AND BRIGHTENING CONCEALER

COMPLEXION | SRP \$42

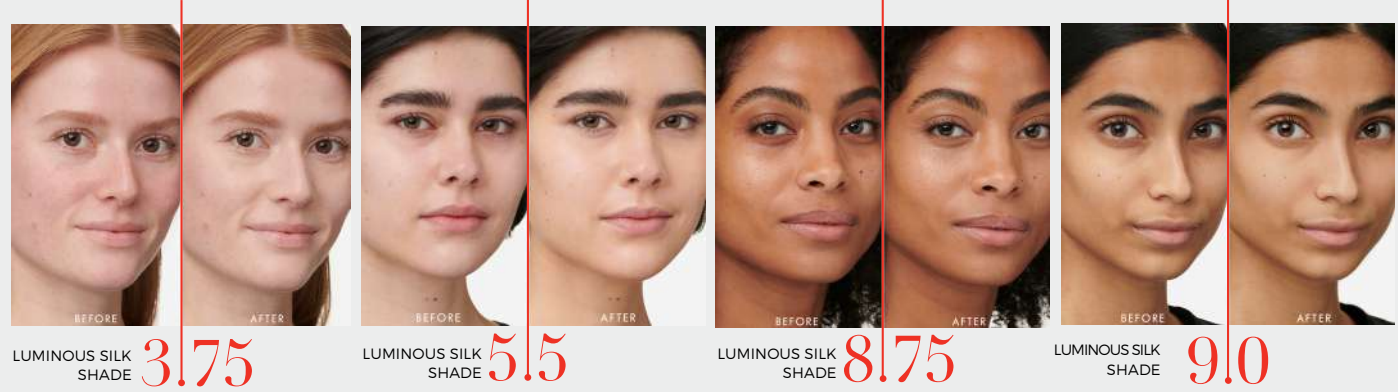
A MULTI-PURPOSE WEIGHTLESS CONCEALER THAT VISIBLY BRIGHTENS AND BLURS IMPERFECTIONS WHILE DELIVERING 24HRS OF SMOOTHING HYDRATION

BENEFITS

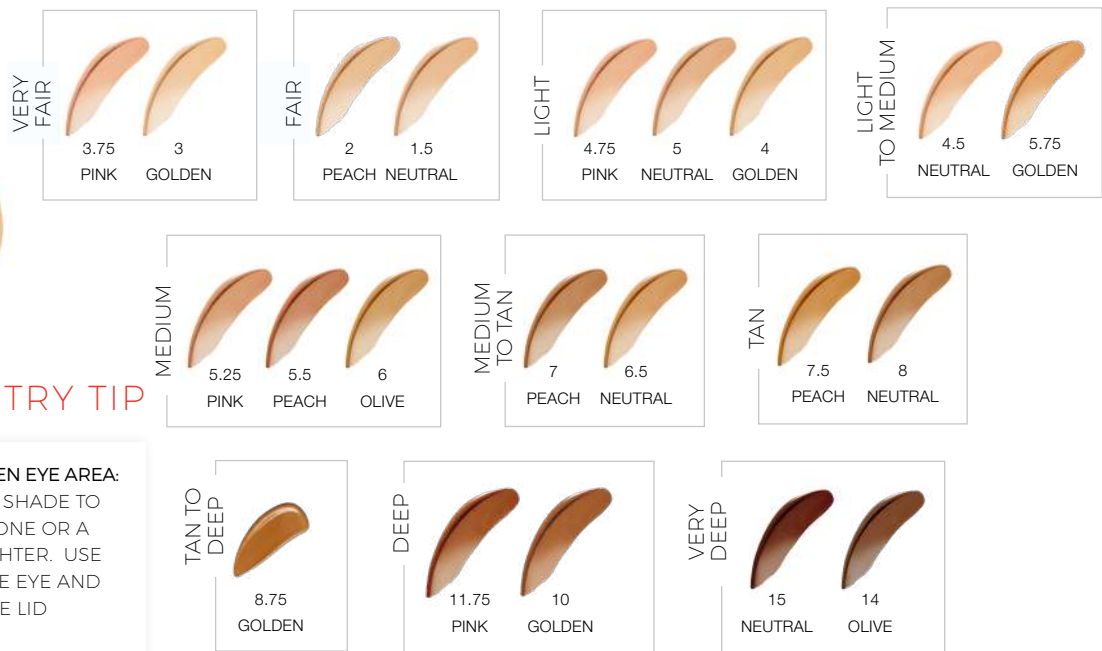
- MEDIUM BUILDABLE COVERAGE
- NATURAL RADIANT FINISH
- 24 HOURS OF HYDRATION
- LIGHTWEIGHT
- BRIGHTENS
- DE-FUFFS

FEATURES

- GLYCERIN: DELIVERS ALL-DAY HYDRATION
- CAFFEINE: REDUCES THE APPEARANCE OF DARK CIRCLES
- VITAMIN E: BRIGHTENS COMPLEXION
- SOFT FOCUS PEARLS: PROVIDES A SMOOTH NON-CREASING RESULT



21 SHADES



ARTISTRY TIP

TO BRIGHTEN EYE AREA: CHOOSE A SHADE TO THE SKINTONE OR A SHADE LIGHTER. USE UNDER THE EYE AND ON THE EYE LID

TO HIGHLIGHT: USE 2 SHADES LIGHTER THAN SKIN TONE AND APPLY TO HIGH POINTS OF THE FACE

PAIR WITH:
CREMA NERA LIGHT REVIVING EYE CREAM
LUMINOUS SILK FOUNDATION



FLUID SHEER

MULTI-PURPOSE GLOW ENHANCER TO HIGHLIGHT

COMPLEXION | SRP \$42

A MULTI-PURPOSE LIQUID GLOW ENHANCER THAT DELIVERS A DELICATE, DEWY GLOW IN AN ULTRA-SHEER AND LIGHTWEIGHT FORMULA THAT CAN BE USED UNDER OR OVER THE TOP OF MAKEUP

BENEFITS

- ILLUMINATES
- LAYERABLE UNDER OR OVER MAKEUP
- SHEER BUILDABLE COVERAGE

FEATURES

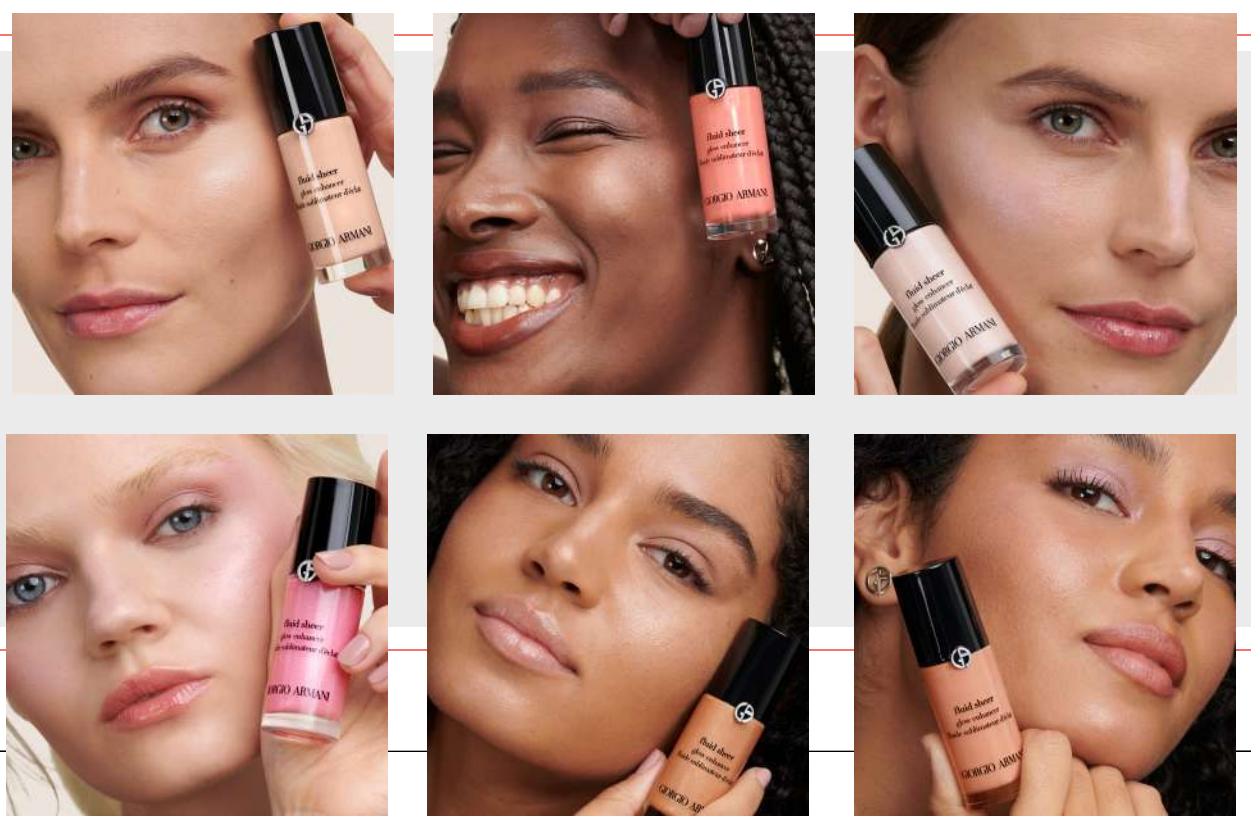
- MICRO-FIL TECHNOLOGY ALLOWS PIGMENTS TO INSTANTLY ADHERE & LAY FLAT ON THE SKIN, FILLING IN THE FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND SKIN APPEARANCE.



6 SHADES



PAIR WITH:
LUMINOUS SILK GLOW BLUSH
LUMINOUS SILK FOUNDATION



FLUID SHEER WEARABLES

LUMINOUS SILK CHEEK TINT



COMPLEXION | **SRP \$38**

A CHEEK-FUSING LIQUID BLUSH FOR A NATURALLY FLUSHED LOOK FOR UP TO 12H WEAR

BENEFITS

- INSTANTLY ADHERES TO SKIN FOR EASY APPLICATION
- BLURRING
- EASY TO LAYER

FEATURES

- MICRO-FIL TECHNOLOGY: ALLOWS PIGMENTS TO INSTANTLY ADHERE AND LAY FLAT ON THE SKIN, FILLING IN FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND-SKIN APPEARANCE
- SOFT-FOCUS BLUR PIGMENTS FOR A SMOOTH, AIRBRUSHED SKIN EFFECT
- WATERCOLOR TECHNOLOGY ALLOWS PIGMENTS TO INSTANTLY ADHERE TO SKIN FOR EASY APPLICATION
- LAYERS SEAMLESSLY UNDER OR OVER MAKEUP, INCLUDING POWDER

PAIR WITH:
LUMINOUS SILK GLOW BLUSH
FLUID SHEER



6 SHADES



LUMINOUS SILK GLOW BLUSH

COMPLEXION | **SRP \$39**

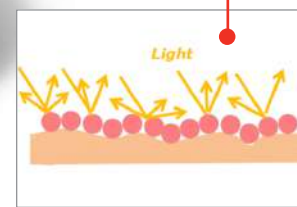
THE PERFECT DOSE OF HEALTHY COLOR FOR YOUR CHEEKS TO COMPLETE THE ICONIC ARMANI GLOW

BENEFITS

- LUMINOUS SILK GLOW FINISH
- 6 SKIN FLATTERING SHADES
- HEALTHY GLOW

FEATURES

- SILK-FILLER TECHNOLOGY ALLOWS FOR SEAMLESS BLENDING, AND BUILDABLE COLOR THAT GIVES SKIN A SILKY-SMOOTH, SOFT-FOCUS BLURRING EFFECT
- MICA 2.0 PIGMENT: SPHERICAL FILLERS THAT ALLOW THE LIGHT TO BE SCATTERED, PROVIDING A NATURAL LUMINOUS FINISH



8 SHADES





ASK YOUR CLIENT 2 QUESTIONS:

1. How much time do you spend on your makeup?
2. How often do you wear makeup?

Based on their answer show them a cheek technique that fits into their lifestyle.

Will they like to use 1, 2 or 3 products to create their *Blushed Glow*?



THE BLUSHED GLOW

CHEEK TECHNIQUES FOR ALL LEVELS OF ARTISTRY



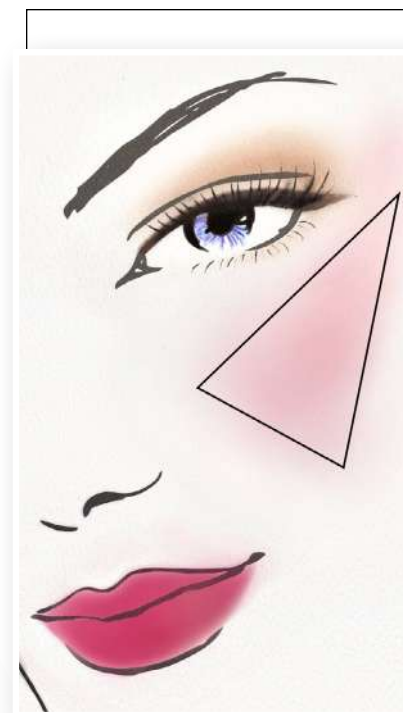
GET TRENDY

THE **SUNSET CHEEK** TREND USING COLORS 50.5 & 62

Elevate your artistry and show your client 2 Cheek Tints to create the popular sunset cheek trend. Colors shown 50.5 & 62



SCAN TO LEARN HOW!



NATURALLY FLUSHED

CHEEK TINT 53



The most natural-looking, this technique is for an everyday look that looks like your most natural, glowy flush. For this technique, you are making a triangle starting at the end of the pupil, pulling the color to the highest point of the ear. Apply 3 dots of Cheek tint, in a triangle shape with the applicator. Use your fingers to blend up towards the hair line.



DELICATELY DIFFUSED

CHEEK TINT 50.5
LS BLUSH 50



This technique drapes the blush towards the temple and blends smoothly into the eye & brow. You are making a C shape with a blended stroke of the brush. The Delicately Diffused cheek is soft and flattering to all face shapes. It also brings attention to the eyes. Start with Cheek Tint and make three dots lined in a row from the end of your eye, towards the hair line. Blend with your fingers. Next, apply a complementary blush over the cheek tint to create depth and blend it into the crease of the eye.



COUTURE CONTOUR

LS BLUSH 11
CHEEK TINT 62
FLUID SHEER 7



This technique gives more structure to the cheek by contouring the cheekbone with blush. First start by highlighting the high cheekbone with Fluid Sheer. Next, apply Cheek Tint to the high apple of the cheek with 3 dots moving up toward the hairline. Blend with your fingers. To bring this all together, apply the blush at the hollow of the cheek, blending diagonally up toward the hairline. Once there, you change the direction and go straight into the crease of the eye making a 7 shape. Use a blush color in the same undertone to connect the cheek to the eye.



LUMINOUS SILK SUNLIT CREAMY BRONZING POWDER



COMPLEXION | **SRP \$58**

AN INSTANT ITALIAN SUMMER GLOW BRONZER

BENEFITS

- ULTRA SMOOTH AND EVEN APPLICATION
- CREAMY TEXTURE AND SEAMLESS BLENDABILITY
- UP TO 24H PATCH-RESISTANT & SWEATPROOF WEAR
- 4 NATURAL TAN SHADES

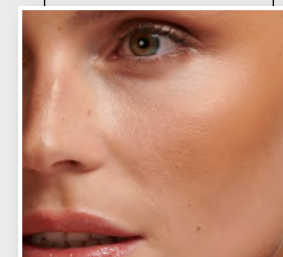
FEATURES

- FORMULATED TO WEAR BETTER THROUGHOUT THE DAY AND NOT BREAK DOWN WHEN COMBINED WITH SKIN'S NATURAL OILS
- POWERED BY PATENTED LUMINOUS SILK MICRO-FIL TECHNOLOGY: ALLOWS PIGMENTS TO INSTANTLY ADHERE AND LAY FLAT ON THE SKIN, FILLING IN FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND SKIN APPEARANCE
- INFUSED WITH CARING OILS FOR CREAMY TEXTURE AND SEAMLESS BLENDABILITY

PAIR WITH:
LUMINOUS SILK GLOW BLUSH
LUMINOUS SILK FOUNDATION



4 SHADES



LUMINOUS SILK GLOW SETTING POWDER



COMPLEXION | **SRP \$69**

A MULTI-PURPOSE POWDER THAT LOOKS, FEELS AND WEARS LIKE A VEIL OF SILK ON THE SKIN

BENEFITS

- SHEER INVISIBLE COVERAGE
- HEALTHY GLOW FINISH
- BLURS IMPERFECTIONS
- 24 HOUR WEAR

FEATURES

- BLURRING COVERAGE
- PURE PIGMENT POWDER THAT ELIMINATES "FLASH EFFECT"



10 SHADES



THE ARMANI GLOW GLOW MENU

1. PREP

Use skincare and primers to smooth the skin and target different skin concerns to allow for easy makeup application and longevity

2. PERFECT

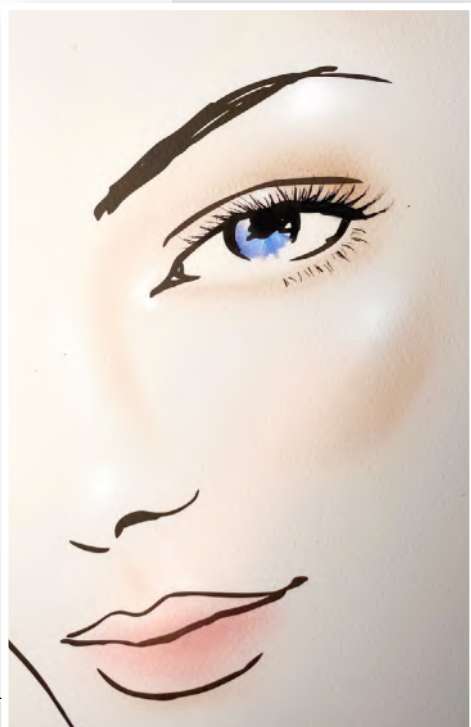
Ask questions to find the correct foundations, concealers and powders to perfect your clients complexion

3. ENHANCE

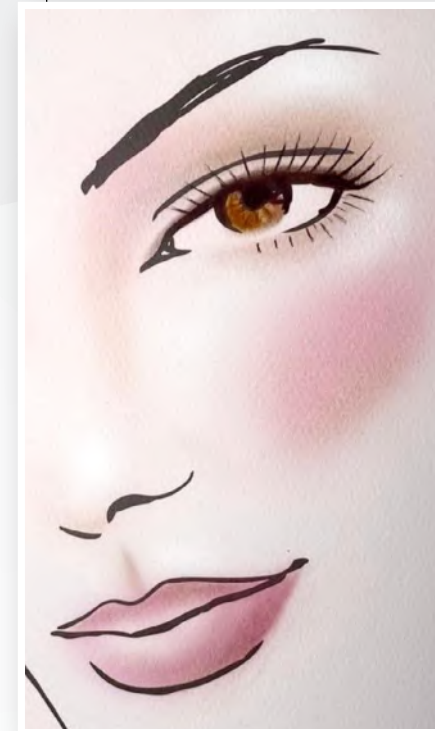
Add dimension and shape by using blush, contour and highlight to enhance your features

HEALTHY GLOW

- LUMINOUS SILK PRIMER
- LUMINOUS SILK FOUNDATION
- LUMINOUS SILK CONCEALER
- LUMINOUS SILK POWDER
- FLUID SHEER #2



BLUSHED GLOW



- LUMINOUS SILK PRIMER
- LUMINOUS SILK FOUNDATION
- LUMINOUS SILK CONCEALER
- LUMINOUS SILK POWDER
- LUMINOUS SILK GLOW BLUSH #60



BRONZED GLOW



- LUMINOUS SILK PRIMER
- LUMINOUS SILK FOUNDATION
- LUMINOUS SILK CONCEALER
- LUMINOUS SILK SUNLIT CREAMY BRONZING POWDER
- FLUID SHEER #10



All makeup looks by Beck Morgan

POWER FABRIC + FOUNDATION

COMPLEXION | **SRP \$70**

ULTRA LONGWEAR, WEIGHTLESS MATTE FOUNDATION SPF 25

BENEFITS

- MEDIUM TO FULL COVERAGE
- NATURAL MATTE FINISH
- 24 HR WEAR
- WEIGHTLESS
- TRANSFER RESISTANT
- WATER RESISTANT
- SWEAT RESISTANT
- HEAT RESISTANT
- SPF 25

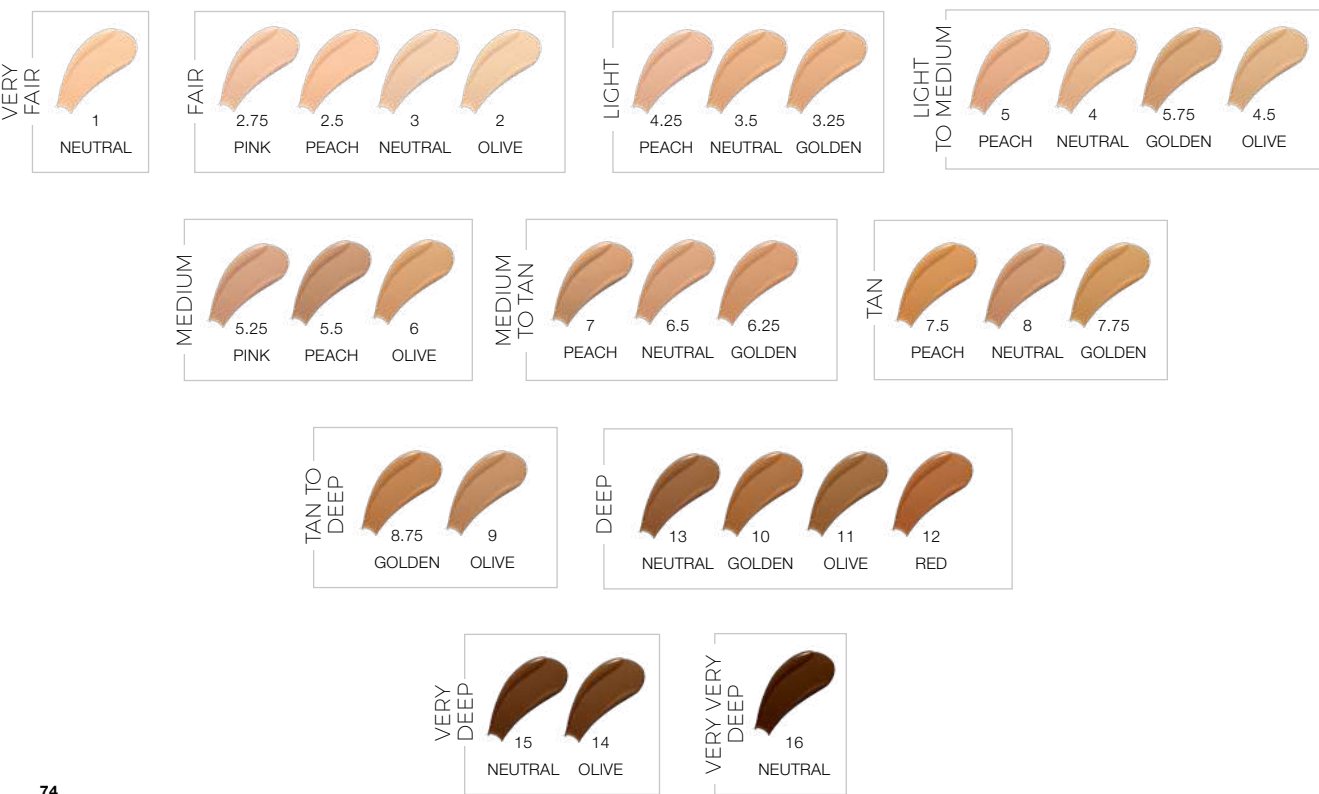
FEATURES

- MICRO-FIL™ TECHNOLOGY**
A PROCESS OF REFINING HIGH QUALITY INGREDIENTS THAT SIT IN A TRANSPARENT BASE TO ENSURE THE FORMULA IS NEVER GREY OR ASHY. RESULTING IN A WEIGHTLESS FORMULA THAT LAYERS SEAMLESSLY AND SMOOTHS THE APPEARANCE OF THE SKIN.
- OIL-TO-POWDER TECHNOLOGY**
AN OIL-TO-POWDER TRANSFORMATION FOR A LONG WEAR AND TRANSFER RESISTANT FOUNDATION. THIS TECHNOLOGY ABSORBS EXCESS OIL WHILE NOT COMPROMISING THE MAKEUP RESULTS
- HIGH CONCENTRATION OF PURE PIGMENTS**
PROVIDES HIGH COVERAGE WHILE PROVIDING A FLAWLESS COMPLEXION

DID YOU KNOW?

THE POWER SUIT IS THE INSPIRATION BEHIND POWER FABRIC FOUNDATION

30 SHADES



POWER FABRIC + MULTI RETOUCH CONCEALER

COMPLEXION | **SRP \$44**

A HIGH COVERAGE CONCEALER THAT LEAVES A SECOND SKIN NATURAL MATTE FINISH

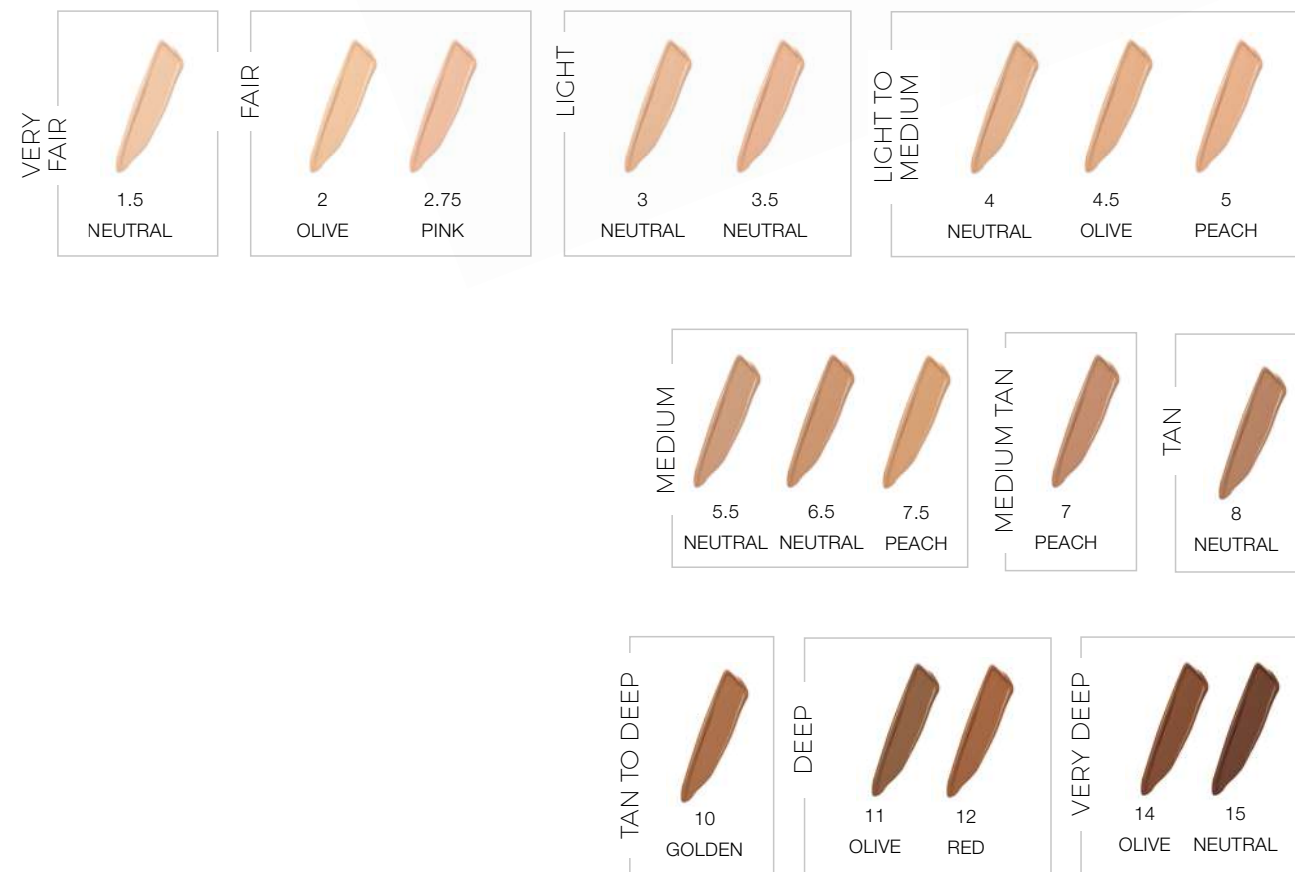
BENEFITS

- HIGH COVERAGE
- 24 HR WEAR
- WATERPROOF
- 24HR COMFORT & HYDRATION

FEATURES

- CONCENTRATED PIGMENTS: ALLOW FOR MORE COVERAGE WHILE PROVIDING A FLAWLESS COMPLEXION
- OIL-TO-POWDER TECHNOLOGY: ABSORBS EXTRA SEBUM WHILE NOT DILUTING THE MAKEUP
- GLYCERIN: CONCENTRATED HYDRATING AGENT WITH A MIX OF CONDITIONING OILS TO CONTROL TEXTURE & COVERAGE

18 SHADES



LIP PRODUCT GEOGRAPHY






DID YOU KNOW?

95 SHADES WERE REJECTED BY MR. ARMANI BEFORE THE PERFECT RED 400 WAS BORN

TO CREATE A UNIVERSAL RED THAT FLATTERS ALL COMPLEXIONS MR. ARMANI USED THE INSPIRATION OF THE HEART OF A RED ROSE FROM LINDA CANTELLO'S GARDEN

DID YOU KNOW THE FIRST NUMBER IN EACH COLOR FAMILY (100, 200,400) IS THE PERFECT SHADE FOR ANYBODY

THEY ARE THE MOST NEUTRAL AND UNIVERSAL SHADES THAT LOOK GREAT ON ALL SKIN TONES

FINISH	BENEFITS	IDEAL FOR THOSE WHO	SRP
 <p>Prisma Glass GLASS-LIKE SHINE</p>	<p>HIGH SHINE LOCKS IN MOISTURE GIVES FULLER LOOKING LIP NOT STICKY</p>	<p>ARE LOOKING FOR HIGH-SHINE GLOSS THAT MEETS THE CARE OF AN OIL. PROVIDES 24HR HYDRATION & GIVES A FULLER LOOKING EFFECT</p>	SRP \$38.00
 <p>Lip Power Satin SATIN</p>	<p>LONG LASTING HIGHLY PIGMENTED COMFORTABLE SOFT-TOUCH TEXTURE</p>	<p>ARE LOOKING FOR A HIGHLY PIGMENTED SATIN LIPSTICK THAT WEARS ALL DAY LONG</p>	SRP \$45.00
 <p>Lip Maestro VELVET MATTE</p>	<p>VELVET LIQUID LIPSTICK INTENSE & OPAQUE MATTE FINISH COMFORTABLE TEXTURE</p>	<p>ARE LOOKING FOR A COMFORTABLE MATTE LIPSTICK THAT IS HIGHLY PIGMENTED WITH PRECISE APPLICATION</p>	SRP \$45.00
 <p>Lip Power Matte MATTE</p>	<p>LONG LASTING HIGHLY PIGMENTED COMFORTABLE SOFT GLIDE MATTE TEXTURE</p>	<p>ARE LOOKING FOR A CREAMY, ULTRA-INTENSE COLOR WITH A MATTE FINISH</p>	SRP \$45.00

GLIPS

NEW SHADES!

PRISMA GLASS

glass-like shine. prismatic finish.



**GLASS-LIKE SHINE
OIL-IN-GLOSS**

THE NEXT GENERATION OF HIGH-SHINE & VOLUME. 7 MULTIDIMENSIONAL & UNIVERSALLY FLATTERING SHADES.



**INSTANT COMFORT,
OVERTIME CARE**

PRESERVING YOUR PERFECT POUT WITH 15% SQUALANE FOR HYDRATED PILLOWY SMOOTH LIPS. NO STICKINESS.



**MINIMALIST
FORMULA**

A BOOSTED FORMULATION WITH A BASE OF 8 INGREDIENTS.

WHAT IT IS

A lightweight oil-in-gloss enriched with Squalane to lock in 24H of hydration for pillowy smooth lips. High-shine prismatic finish that reflects light for fuller-looking lips.

FORMULA

WHEN THE SHINE OF A GLOSS MEETS THE CARE OF AN OIL This advanced oil-in-gloss formula combines ultra-caring properties to protect the lip's barrier and a glass-like shine that flatter all skin tones. Supercharged with 15% of squalane, one swipe of Prisma Glass leaves a non-sticky lip-wrapping comfort for smoother lips. With each shade's crystal transparency, the glossy wash of color enhances the lips natural color.

BENEFITS

- SHINE OF A GLOSS. CARE OF AN OIL
- 24H HYDRATION
- PRISMATIC FINISH THAT REFLECTS LIGHT FOR FULLER-LOOKING LIPS
- NO STICKINESS
- ULTRA-CARING FORMULA THAT DELIVERS LONG-TERM LIP REJUVENATION BENEFITS

FEATURES

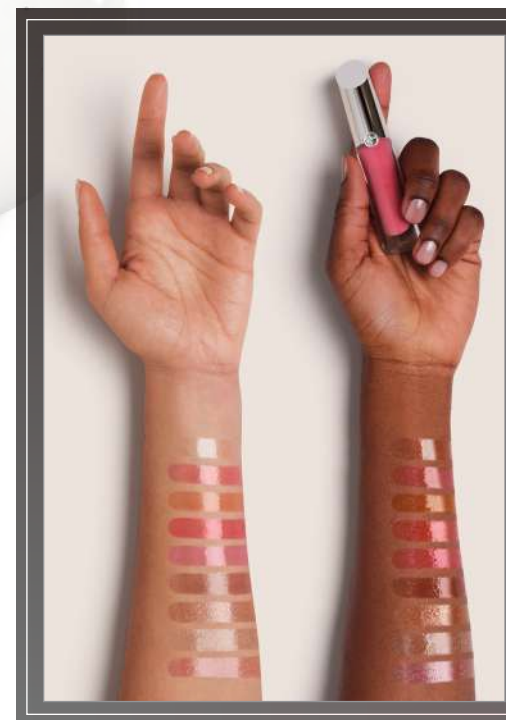
- LOCK IN MOISTURE WITH 15% SQUALANE FOR SMOOTHER AND SOFTER LIPS
- ADVANCED 24H HYDRATING OIL-IN-GLOSS TECHNOLOGY
- FORMULATED WITH A TRANSPARENCY GEL FOR GLOSSY SHEER WASH OF COLOR
- ONLY 8 INGREDIENTS

HOW TO USE

- Wear alone or as a topcoat for a glass-like shine over lipstick as the finishing touch
- For more pigment and shine, dab instead of swiping applicator onto lips
- Lightweight formula allows you to reapply as much as you'd like without heavy sticky feel

ARTISTRY TIP

APPLY PRISMA GLASS OVER YOUR FAVORITE LIP COLOR FOR MULTI-DIMENSIONAL LOOK

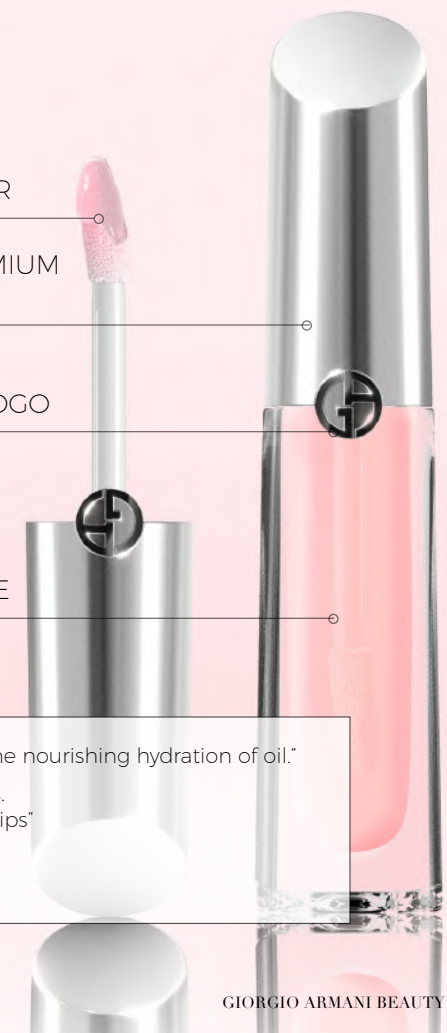


CUSHIONY YET PRECISE APPLICATOR

MODERN & PREMIUM METALLIC CAP

BLACK SHINY LOGO

CLEAR TRANSPARENT BOTTLE TO SEE THE SHADE



INTRODUCE PRISMA GLASS TO EVERY CLIENT

- "Prisma Glass offers the best of both worlds: the high shine of gloss and the nourishing hydration of oil."
- "Because you told me your lips tend to be dry, I recommend Prisma Glass. It's packed with 15% squalane, locking in moisture for smoother & softer lips!"
- "The ultra-shiny ingredients make your lips look plump!"

NEW SHADES!



01 Clear Shine

02 Candy Halo

03 Honey Gleam

04 Cherry Glaze

05 Berry Beam

06 Amber Shine

07 Nude Glow

08 Sugar Halo

09 Sorbet Beam

LIP POWER SATIN

LIPS | SRP \$45

LONG LASTING, ULTRA-VIVID SATIN COLOR, IN ONE SWIPE

BENEFITS

- SATIN FINISH
- LONG LASTING
- HIGHLY PIGMENTED
- COMFORTABLE
- PRECISE APPLICATION

FEATURES

- VIBRANT COLOR FILM
FUSES PIGMENTS ONTO LIP SURFACE FOR HIGH IMPACT, LASTING COLOR
- SATIN FINISH OIL
PROVIDES A PROTECTIVE COATING AND LEAVES A LASTING SATIN FINISH FOR ENDURING COLOR AND COMFORT
- GRADUALLY EVAPORATING OIL
ENSURES LIP COMFORT, UNIQUE TO LONG-WEARING LIP FORMULAS
- A UNIQUE DROP SHAPE BULLET FOR PRECISE APPLICATION

PAIR WITH:
LUMINOUS SILK BLUSH
LUMINOUS SILK CONCEALER



SHADE 109
BEST SELLER!



18 SHADES (SATIN)

BEIGE

102 Soft Beige Mauve	104 ★ Medium Beige Mauve	107 Medium Beige Rose	108 Medium Beige Peach	109 ★ Beige Rose	110 Beige Peach

BROWN

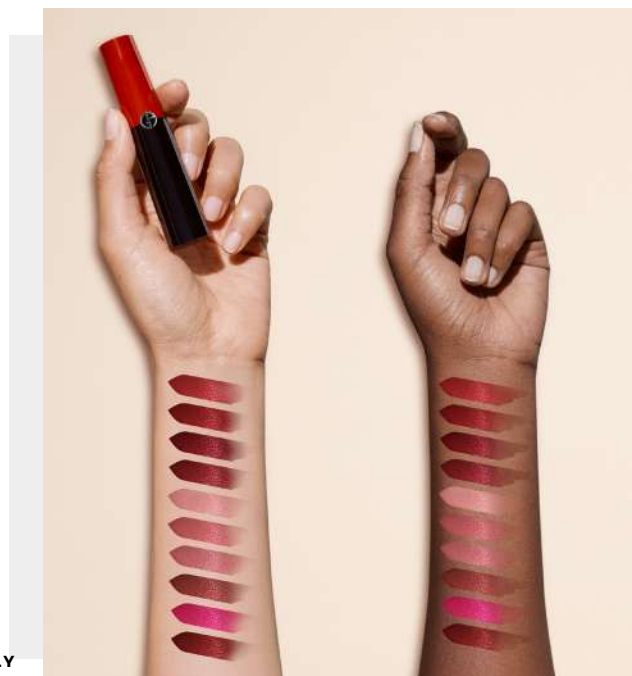
201 Warm Brown	202 Brown Rose	203 Brown Berry	206 Cherry Brown

CORAL

301 Golden Coral	400 ★ Neutral Red	403 Warm Red	405 Brick Red

PINK

502 Medium Cool Pink	503 Medium Warm Pink	504 ★ Deep Mauve Pink	**507 Blue Red



LIP POWER MATTE

LIPS | SRP \$45

LONG LASTING, ULTRA-VIVID SATIN COLOR, IN ONE SWIPE

BENEFITS

- SATIN FINISH
- LONG LASTING
- HIGHLY PIGMENTED
- COMFORTABLE
- PRECISE APPLICATION

FEATURES

- VIBRANT COLOR FILM
FUSES PIGMENTS ONTO LIP SURFACE FOR HIGH IMPACT, LASTING COLOR
- SATIN FINISH OIL
PROVIDES A PROTECTIVE COATING AND LEAVES A LASTING SATIN FINISH FOR ENDURING COLOR AND COMFORT
- GRADUALLY EVAPORATING OIL
ENSURES LIP COMFORT, UNIQUE TO LONG-WEARING LIP FORMULAS
- A UNIQUE DROP SHAPE BULLET FOR PRECISE APPLICATION



10 SHADES (MATTE)

BEIGE

111 NA	112 ★ NA	114 NA	116 NA	117 ★ NA

207 NA	400 NA	405 NA	407 NA	603 NA

PAIR WITH:
LUMINOUS SILK BLUSH
LUMINOUS SILK CONCEALER



★POPULAR SHADES *GAB.COM EXCLUSIVE **COM ONLY



LIP MAESTRO

LIPS | **SRP \$45**

VELVET MATTE LIQUID LIP COLOR WITH LASTING HYDRATION

BENEFITS

- HIGH PIGMENT
- VELVET MATTE FINISH
- CREAMY TEXTURE

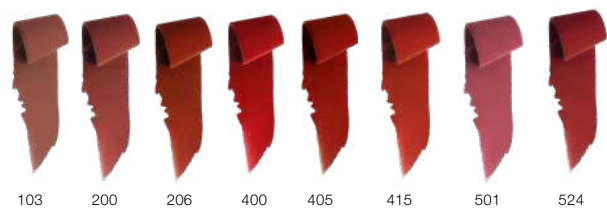
FEATURES

- 8-HOUR LONG WEAR
- ANTI-SHINE POWDERS
- VELVET GEL FOR LASTING COMFORT

ARTISTRY TIP

FOR A FOOL-PROOF APPLICATION, APPLY TO THE BOTTOM LIP AND PRESS LIPS TOGETHER TO TRANSFER COLOR TO THE TOP LIP. PERFECT THE LIP LINE USING THE APPLICATOR TIP.

12 SHADES



LIP TECHNIQUES

BOLDLY BALANCED



603 LIP POWER MATTE & 5 PRISMA GLASS

BOLDLY BALANCED
Create a crisp and clean lip line by using the pointed tip of Lip Power, beginning with the cupid's bow. Then define the outer corners then draw color to meet the cupid's bow. Define lower lip with Pointed tip, then fill the center of lips in with 5 Prisma Glass.

DIMENSIONAL NUDE



207 LIP POWER MATTE & 1 PRISMA GLASS

DIMENSIONAL NUDE
Using two Lip Power lipsticks, create dimension and a fuller lip effect. Begin by pressing a lighter, warmer color all over lips for a sheer wash of color. Then, using a deeper cooler shade outline lips. Concentrate the color more intensely on the outer corners to create a fuller look. Then apply shade 1 of Prisma Glass over the entire lip. Try Lip Power 203 and 108 for a fresh take on this 90's trend.

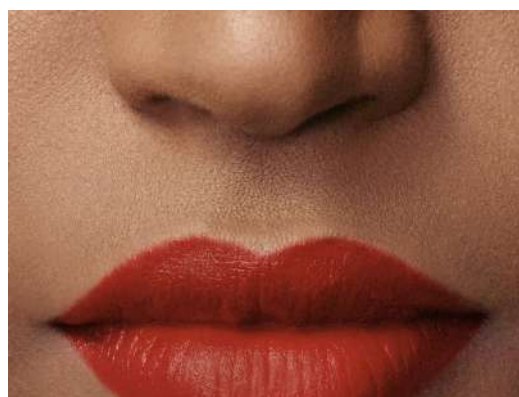
MONOCHROMATIC MATTE



111 & 116 LIP POWER MATTE

MONOCHROMATIC MATTE
Apply a medium toned Lip Power Matte Lip color all over lips, applying another shade in the same color family, slightly deeper as a liner after. Shades 111/116 for fair skin and 116/207 for Tan to Deep are great options for this look.

All makeup looks by Beck Morgan





NEW SHADES!

EYE TINT



EYES | SRP \$38

MULTI-USE, LONG-WEAR, LIQUID EYESHADOW FOR 16HR WEAR. THAT DELIVERS CREASE-PROOF, VIBRANT EYE COLORS FOR EFFORTLESS ARTISTRY

BENEFITS

- MISTAKE-PROOF
- LIGHTWEIGHT & LAYERABLE
- LONGWEARING - 16HR

FEATURES

- MISTAKE-PROOF APPLICATION THANKS TO THE MULTI-PURPOSE APPLICATOR THAT ALLOWS FOR PRECISE APPLICATION OF EYESHADOW & EYELINER
- INSTANT COLOR PAYOFF THANKS TO ITS GEL-BASED FORMULA. A COLOR FILM AND EMOLLIENT WAXES LEAVE A LIGHTWEIGHT COLOR DEPOSIT AFTER THE OIL EVAPORATES. IT LEAVES A HIGH SATURATION OF PIGMENT ON THE EYELIDS FOR ALL-DAY WEAR & LIGHTWEIGHT COMFORT
- VIBRANT COLORS - THANKS TO HIGH SATURATION PIGMENTS



23 SHADES



SHIMMER



CHROME VIVID SHIMMER



*SELECT RETAILERS

MATTE

GEYES

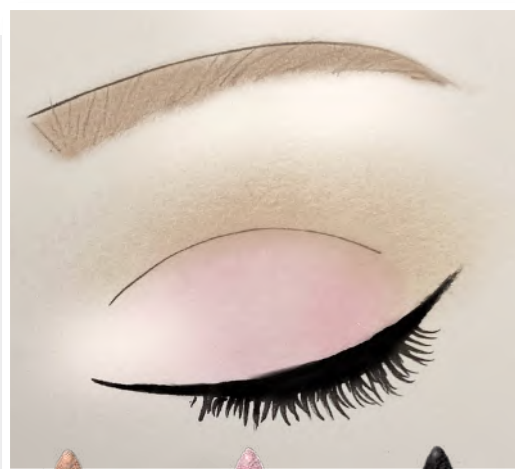
SYDNEY IS WEARING SHADE 32S, 30M, 12S & 99M EYE TINT
SHADE 104 & 117 LIP POWER

GIORGIO ARMANI EYE TINT LOOKS



NATURALLY DEFINED

1. APPLY A MATTE COLOR IN THE CREASE. CHOOSE A COLOR 1-2 SHADES DEEPER THAN YOUR SKIN TONE. THEN, BLEND WITH YOUR FINGER.
2. TRY A NEW EYE TINT, LIKE SHADE 70M, 32S, 67S OR 45S TO CREATE CONTRAST FROM THE MATTE CREASE COLOR.
3. LASTLY, CHOOSE ONE OF THE DEEPEST SHADES TO CREATE DEFINITION AT THE LASH LINE. THE PRECISION OF THE APPLICATOR WILL HELP YOU CREATE A DEFINED LINE WITH EASE.



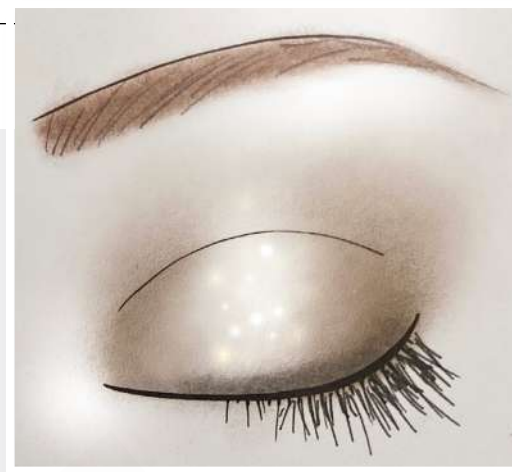
20M CAMEL 70M SAKURA 99M EBONY



All makeup looks by Beck Morgan

SOFT & SMOKY THE "HALO" TECHNIQUE

1. APPLY A MEDIUM TONE TO THE LID & CREASE TO CREATE A BASE. BLEND THE COLOR UPWARDS & OUTWARDS WITH YOUR FINGER.
2. NEXT, CHOOSE ONE OF THE DEEPEST SHADES & APPLY IT CLOSELY AROUND THE UPPER & LOWER LASH LINE.
3. SOFTLY BLEND IT INTO THE BASE COLOR AND AROUND THE LASHES. THE DARK COLOR SHOULD EFFORTLESSLY BLEND INTO THE BASE COLOR & WRAP AROUND THE EYE.
4. TO CREATE A HALO EFFECT, APPLY A SMALL AMOUNT OF A COMPLEMENTARY COLOR WITH SHIMMER, LIKE SHADE 45S, TO THE CENTER OF THE LID AND PRESS THE PRODUCT AROUND THE BALL OF THE EYE. NEXT, USE THE TIP OF THE APPLICATOR TO APPLY A SMALL AMOUNT TO THE BOTTOM LASH LINE DIRECTLY UNDERNEATH THE CENTER OF THE EYE, AS SHOWN.



NEW! SHADE



45S DESERT 36M WOOD 30M CEDAR

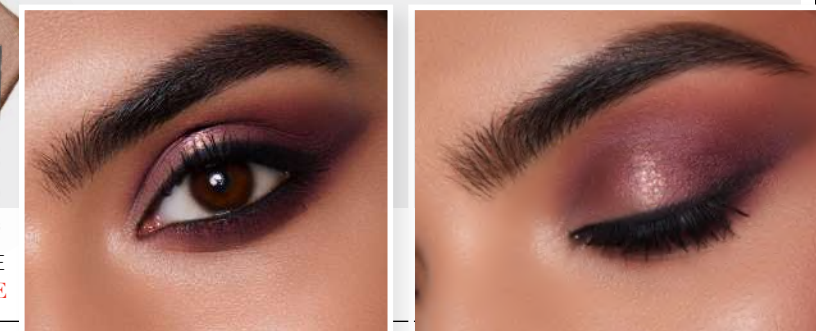


BOLDLY BLENDED WITH SHIMMER TOP

1. A BOLDLY BLENDED EYE LOOK IS ALL ABOUT THE PLAYFUL USE OF COLOR. APPLY THE BOLD COLOR ON YOUR LID AND BLEND IT OUT WITH YOUR FINGER.
2. TO BALANCE THE COLOR, WRAP IT UNDER THE LOWER LASHES WITH THE POINT OF THE APPLICATOR AND SOFTLY BLEND IT WITH THE TIP OF YOUR FINGER.
3. NEXT, APPLY A MEDIUM MATTE TONE IN YOUR CREASE, & BLEND WITH YOUR FINGER.
4. ADD A SHIMMER TOPPER TO THE LID TO CREATE EXTRA DIMENSION AND SPARKLE. APPLY A SMALL AMOUNT OF A SHIMMER TOPPER, LIKE SHADE 67S, TO THE CENTER OF THE LID OR ALL OVER THE LID WITH THE APPLICATOR OR YOUR FINGER. THE BOLD SHIMMER WILL CATCH THE LIGHT AND ENHANCE THE EYE.



56S WOOD 22M CASHEW 67S SPARKLE NEW! SHADE

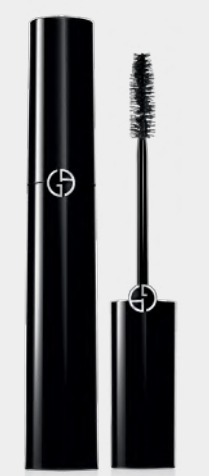


MASCARA

GEOGRAPHY

LENGTH & DEFINITION

LENGTH, DEFINITION & WATERPROOF



Eyes To Kill Classico

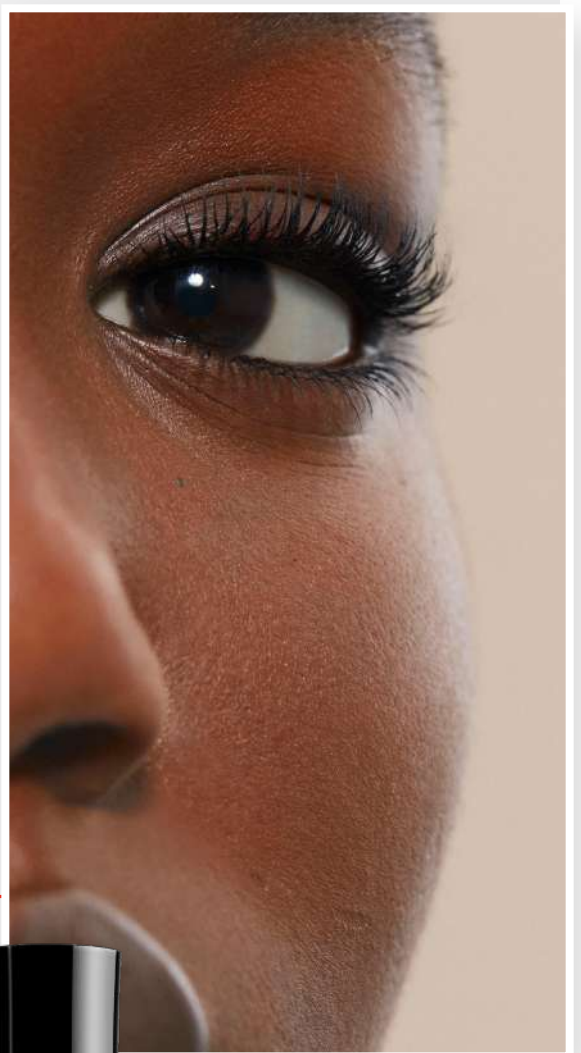
SRP \$35.00

Eyes To Kill Wet

SRP \$35.00

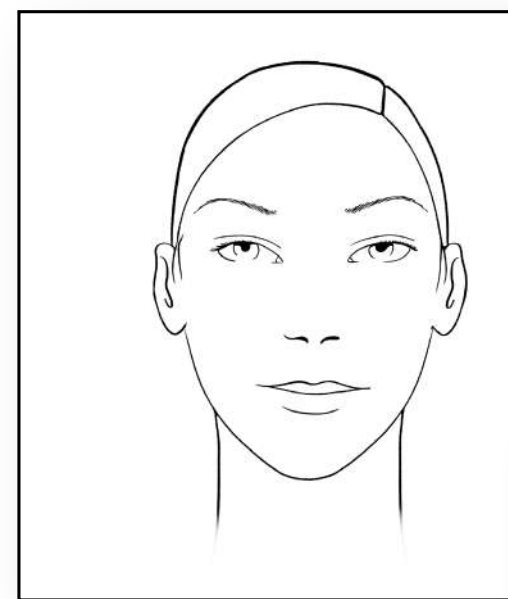


EYES TO KILL CLASSICO MIDI | SRP \$15
SAME CLASSIC FORMULA IN A SMALLER COMPACT SIZE



EYE MAKEUP REMOVER | SRP \$34
EASILY REMOVES ALL TYPES OF EYE MAKEUP, EVEN WATERPROOF, WITHOUT LEAVING AN OILY RESIDUE.

The New Armani beauty Facechart



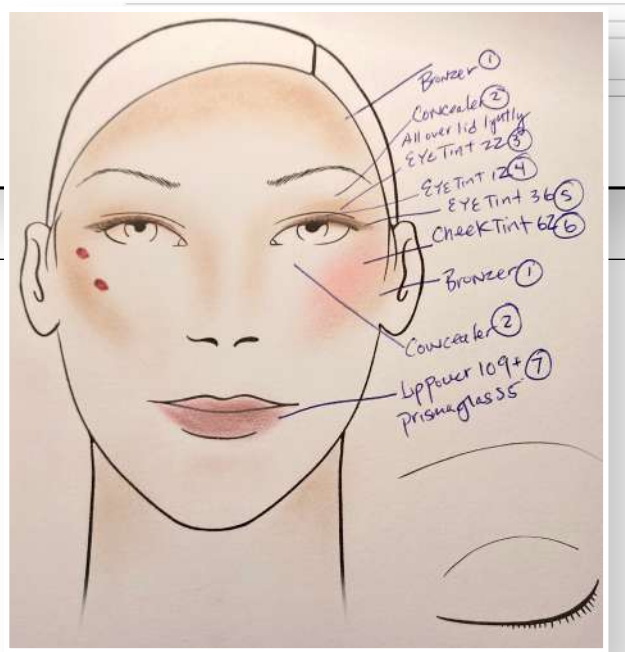
YOUR MADE-TO-MEASURE ROUTINE

SKINCARE PRODUCTS AND MASSAGE TIPS

FACE PRODUCTS AND SCULPTING TIPS

EYES PRODUCTS AND APPLICATION TIPS

LIPS PRODUCTS AND APPLICATION TIPS



SKINCARE PRODUCTS AND MASSAGE TIPS

1. CLEANSER AM/PM
2. ACQUA PANTELLERIA W/ FLAT PAD AM/PM
3. META CONCENTRATE - AM/PM 1 PUMP
4. REVIVING CREAM - AM/PM (SAMPLE)

FACE PRODUCTS AND SCULPTING TIPS

1. LUMINOUS SILK PRIMER ON CHEEKS + ANYWHERE DRY
2. LUMINOUS SILK FOUNDATION W/ BRUSH - 6.5
3. LUMINOUS SILK CONCEALER - SHADE 6.5 - BLEND W/ EYECREAM
4. CHEEK TINT - 2 DOTS
5. SEAL W/ LUMINOUS SILK POWDER - 6.5
6. APPLY BRONZER CHEEK + EYE - SHADE 100

EYES PRODUCTS AND APPLICATION TIPS

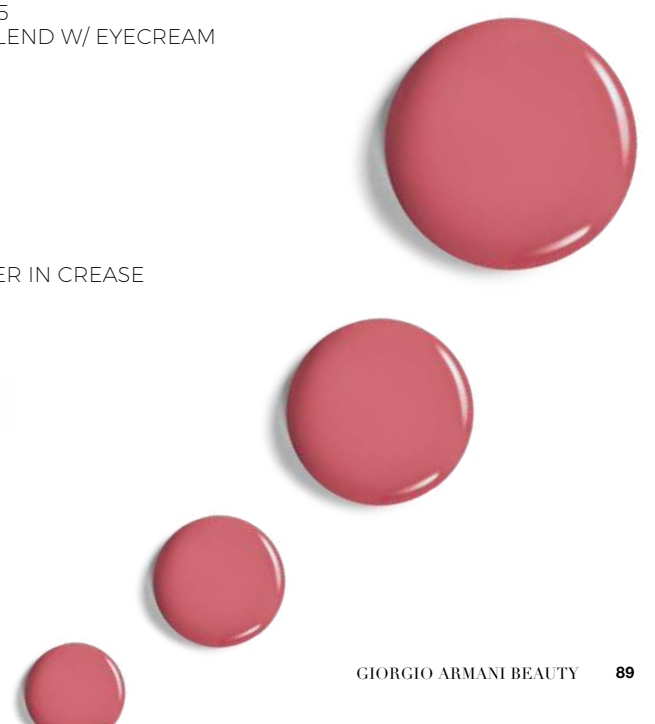
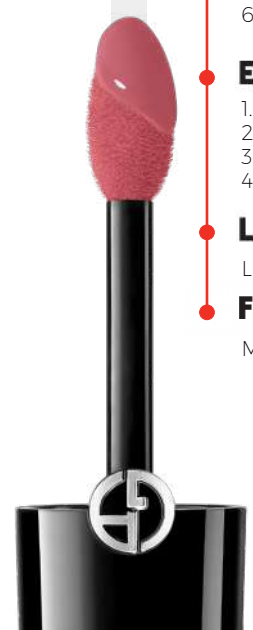
1. LIGHT CONCEALER OVER LID
2. BLEND EYE TINT #22 IN CREASE
3. SWIPE EYE TINT #12 OVER LID
4. LINE LASHES W/ TIP OF #36 - BLEND BRONZER IN CREASE

LIPS PRODUCTS AND APPLICATION TIPS

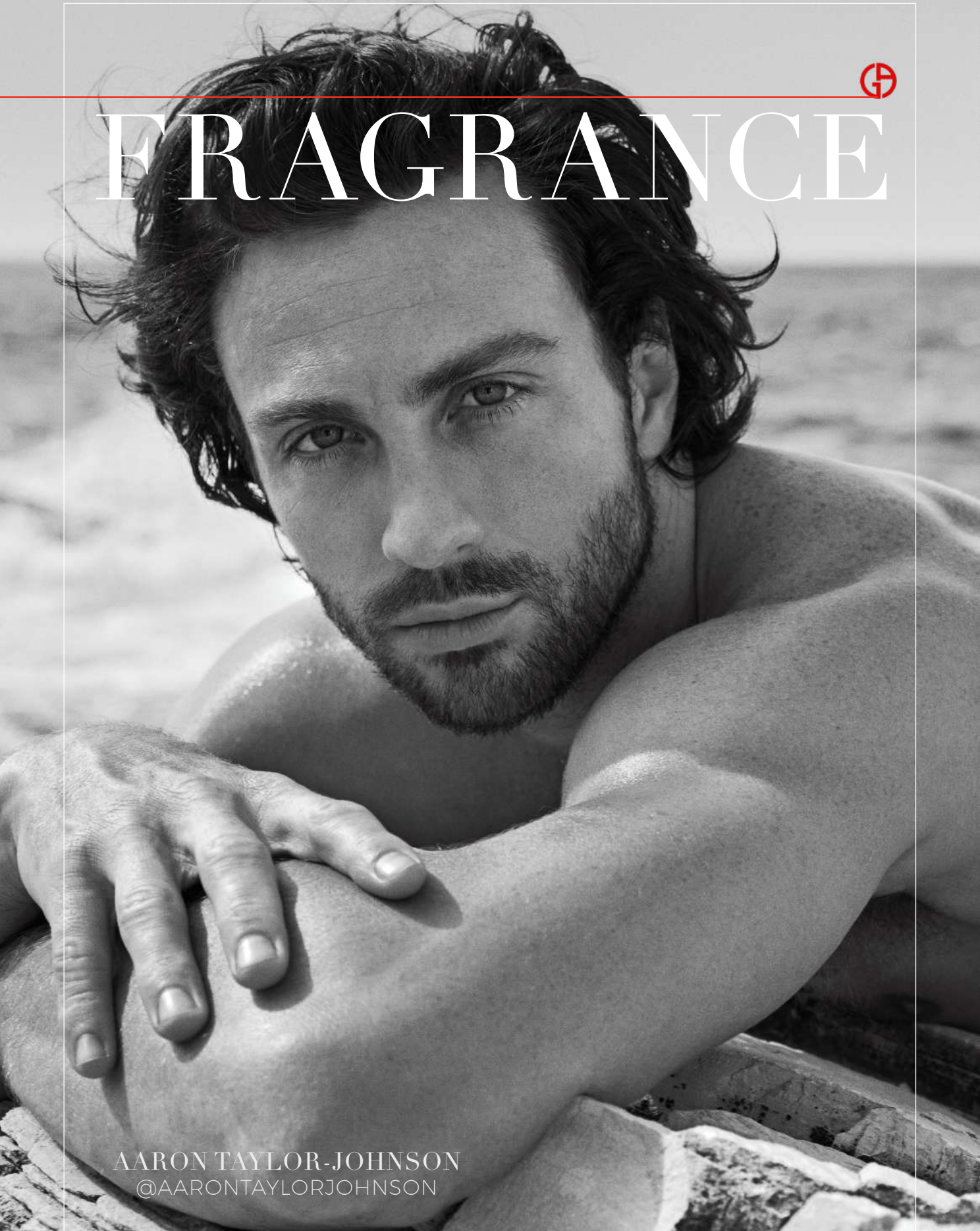
- LIP POWER 109 - PRISMA GLASS #5

FRAGRANCE

MY WAY NECTAR



FRAGRANCE



AARON TAYLOR-JOHNSON
@AARONTAYLORJOHNSON



ACQUA DI GIÒ

THE ACQUA DI GIÒ COLLECTION IS GETTING
A NEW WARDROBE!

NEW GRADIENT

NEW GRADIENT FROSTED LACQUERING

NEW POSITIONING

NEW SIGNATURE POSITIONING

NEW GLASS

NEW TRANSPARENT WEIGHT
OF GLASS WITH LOGO

NEW CAP

METALLIC & ENGRAVED CAP

NEWLY REFILLABLE

NEW REFILLABLE BOTTLE
*NOT INCLUDING ADG EDP
& PROFONDO PARFUM



A NEW LOOK...
SAME ICONIC FRAGRANCE

30ML \$95
50ML \$130
100ML \$175

NEW!

ACQUA DI GIÒ

PROFONDO PARFUM

THE DEPTHS OF FRESHNESS

TOP NOTES

MARINE NOTES & BERGAMOT

HEART NOTES

FLOWER OF SAINT JEAN

BASE NOTES

CISTUS ABSOLUTE & PATCHOULI

• LONG-LASTING
• MYSTERIOUS

CITRUS
AQUATIC



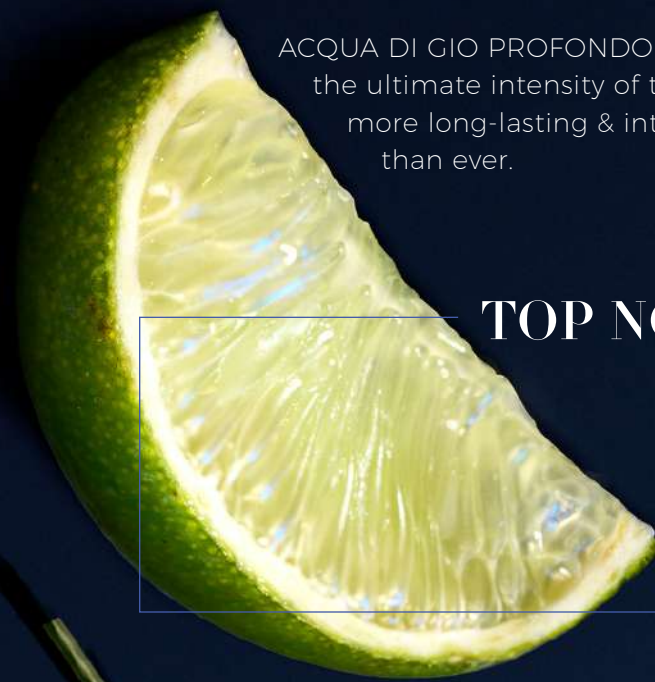
LIMITED DISTRIBUTION - FOR NOW



OLFACTIVE STORY

NEW DEPTHS OF FRESHNESS

ACQUA DI GIÒ PROFONDO PARFUM is the ultimate intensity of the range, more long-lasting & intense than ever.



TOP NOTES

It opens with marine, citrus and bergamot notes, which create its ultimate freshness.



HEART NOTES

At the heart, the intense richness is infused with an everlasting essence, whose scent is derived from the Flower of Saint Jean also referred to as "golden sun".



BASE NOTES

At the base, the patchouli and cistus absolute helps deepen the intensity of ACQUA DI GIÒ PROFONDO PARFUM.

ACQUA DI GIÒ

EAU DE TOILETTE



30ML \$62
50ML \$89
100ML \$115
200ML \$160
150ML REFILL \$135

WHEN THE SEA MEETS THE SHORE

TOP NOTES

MARINE NOTES & BERGAMOT

HEART NOTES

JASMINE & CEDARWOOD

BASE NOTES

WHITE MUSK & PATCHOULI

● FRESH

● RELAXED

CITRUS
AQUATIC



ACQUA DI GIÒ

PARFUM



30 ML \$95
50 ML \$130
100 ML \$175

A FRESH INTENSITY

TOP NOTES

BERGAMOT & MARINE NOTES

HEART NOTES

ROSEMARY & SAGE

BASE NOTES

PATCHOULI & INCENSE

● DEEP

● INTENSE

WOODY AQUATIC
AROMATIC



ACQUA DI GIÒ - *A fragrance designed to last*

ACQUA DI
GIÒ
GIORGIO ARMANI

1. **CONSCIOUSLY**
sourced ingredients



Decent working conditions
Fair price to the farmers
Ecosystem preservation

2. **RESPONSIBLY**
refillable



100% Refillable
Innovation & Easy-to-use

3. **FOREST**
preservation programs



Approximately 168 football
fields worth of rainforest have
been preserved

**COMMITMENT
TO SUSTAINABILITY**



CONNECTION TO NATURE

ACQUA DI GIÒ



NEW!

refillable

refillable

refillable

ACQUA DI GIÒ
EAU DE TOILETTE

ACQUA DI GIÒ
EAU DE PARFUM

ACQUA DI GIÒ
PARFUM

ACQUA DI GIÒ
PROFONDO
EAU DE PARFUM

ACQUA DI GIÒ
PROFONDO
PARFUM

INTENSITY



INTENSITY



WHAT IS THE INSPIRATION

WHEN THE SEA
MEETS THE SHORE

THE INFINITE
HORIZON

THE POWERFUL SENSATION
OF NATURE

WHAT IS THE INSPIRATION

THE DEEP
SEA

THE DEPTHS OF
FRESHNESS

WHAT IS THE SPIRIT OF THE SCENT?

FRESH & RELAXED

ENERGIZING & INFINITELY FRESH

DEEP & INTENSE

WHAT IS THE SPIRIT OF THE SCENT?

INVIGORATING & DEEP

LONG-LASTING & MYSTERIOUS

SCENT FAMILY

CITRUS
AQUATIC

WOODY
AROMATIC AQUATIC

WOODY
AQUATIC AROMATIC

SCENT FAMILY

FOUGERE
AROMATIC AQUATIC

AROMATIC
AQUATIC

THE NOTES

MARINE NOTES & BERGAMOT
JASMINE & CEDARWOOD
WHITE MUSK & PATCHOULI

MARINE NOTES
GREEN MANDARIN
SAGE, VETIVER & PATCHOULI

MARINE NOTES & BERGAMOT
SAGE & ROSEMARY
PATCHOULI & INCENSE



THE NOTES

MARINE NOTES & GREEN MANDARIN
LAVENDER & ROSEMARY
PATCHOULI & CEDARWOOD

MARINE NOTES & BERGAMOT
FLOWER OF SAINT JEAN
CISTUS ABSOLUTE & PATCHOULI





50 ML \$75
100 ML \$99

EMPORIO ARMANI
STRONGER WITH YOU
EAU DE TOILETE
INTENSITY ●●○○

NEW! **YOUTHFUL & VERSATILE**

TOP NOTES
CHESTNUT ACCORD

HEART NOTES
LAVENDAR
TENDER SAGE

BASE NOTES
VANILLA

A captivating masculine fragrance that is sweet and vibrant. With sugar-coated chestnut, lavender, and creamy vanilla notes, this long-lasting scent is youthful and alluring.



SHARE WITH YOUR CLIENTS:

"Stronger with You is a captivating fragrance featuring an enticing blend of sugar-coated chestnut, lavender, and creamy vanilla. It's youthful, long-lasting, and versatile."

"Let me introduce you to Stronger with You Eau de Toilette. This fragrance is sweet and youthful, boasting chestnut, lavender, and creamy vanilla notes. It lasts all day and both sizes are under \$100!"

FOUGERE
WOODY



50 ML \$85
100 ML \$100

EMPORIO ARMANI
STRONGER WITH YOU INTENSELY
EAU DE PARFUM
INTENSITY ●●●○

A VIRAL SUCCESS!

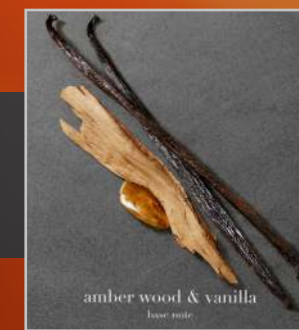
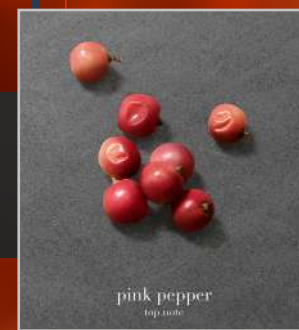
NEW! **WARM & IRRESISTIBLE**

TOP NOTES
PINK PEPPER

HEART NOTES
LAVENDER

BASE NOTES
AMBER WOOD & VANILLA

A spicy & ambery masculine fragrance that is warm and intense. The scent combines spicy pink pepper, lavender, amber wood, and vanilla essence for an irresistible, intense and long-lasting experience.



WOODY AMBER
FOUGERE

SHARE WITH YOUR CLIENTS:

"Let me introduce you to the VIRAL SENSATION - Stronger with You Intensely. It is a warm, spicy and irresistible fragrance that lasts all day. There is a reason everyone on social media loves it! May I spray it on you?"

"Do you like scents that are both sweet and spicy? you will love Stronger with You Intensely. This fragrance combines spicy pink pepper essence that blends with chestnut accord. The heart notes feature lavender and sage, while the base notes contain a captivating blend of amber wood and vanilla essence. And it's such a great price!"

50ML \$110
70ML \$130
125ML \$165

ARMANI code

THE NEW EAU DE PARFUM

REWRITE THE CODE

TOP NOTES
GREEN MANDARIN

HEART NOTES
NUTMEG ESSENCE

BASE NOTES
TONKA BEAN
ABSOLUTE

● MAGNETIC
● WARM

AMBER
SPICY



GIORGIO ARMANI



A BURST OF ENERGY

Code EDP opens up with a fresh & vibrant green mandarin picked in Calabria Italy and exclusively crafted for Armani.

TOP NOTES

INTRIGUING POWER

Tonka bean absolute, the signature ingredient of code is enticing sensual and warm.

BASE NOTES



WARMTH OVERDOSE

Nutmeg essence heart is from the fruit of the nutmeg tree. It creates a warm, spicy woody note.

HEART NOTES



ARMANI
code
THE NEW EAU DE PARFUM

THE BOTTLE

DEEP & POWERFUL

100%
RECYCLABLE

MADE TO LAST

ALL FORMATS ARE REFILLABLE:
Refilling your fragrance saves*:

-38%
GLASS

-67%
METAL

-22%
PAPER



ARMANI
code
EAU DE PARFUM

*1x75mL + 1x150mL vs 3x75mL

ARMANI CODE



NEW!



refillable

ARMANI
code
EAU DE TOILETTE

refillable

ARMANI
code
EAU DE PARFUM

refillable

ARMANI
code
PARFUM

INTENSITY

●●○○

●●●○

●●●●

SCENT FAMILY

AMBER WOODY

AMBER SPICY

WOODY AROMATIC

WHAT IS THE SPIRIT OF THE SCENT?

SMOOTH &
SENSUAL

MAGNETIC &
WARM

POWERFUL &
SEDUCTIVE

THE NOTES

GREEN MANDARIN
LAVANDIN
CEDARWOOD & TONKA BEAN

GREEN MANDARIN
NUTMEG ESSENCE
TONKA BEAN

BERGAMOT
SAGE & IRIS
CEDARWOOD & TONKA BEAN



GIORGIO ARMANI

10ML - \$35
50ML - \$99
100ML - \$125



ACQUA *di Gioia* INTENSE



FEEL THE INTENSITY

OF A BLAZING SUN-DRENCHED MEDITERRANEAN DAY

TOP NOTES

CITRUS TRIO & RED BERRIES

HEART NOTES

DAMASCENA ROSE

BASE NOTES

CEDAR HEART

- INTENSE
- FRESH
- SPARKLING
- CITRUS FLORAL



GIORGIO ARMANI

ACQUA DI GIOIA



ACQUA DI
GIOIA
EAU DE PARFUM



GIOIA
INTENSE
EAU DE PARFUM



limited distribution
OCEAN DI
GIOIA
EAU DE PARFUM

INTENSITY

●●○○

●●●○

●●○○

WHAT IS THE INSPIRATION

THE JOYFUL
ESSENCE OF THE
MEDITERRANEAN SEA

BLAZING ITALIAN
MID SUMMER
DAY

AN HOMAGE TO THE
MULTIFACETED BLUE DEPTHS
OF THE SEA

WHAT IS THE SPIRIT OF THE SCENT?

ZESTY
& VIBRANT

FRESH
& LUMINOUS

DAZZLING
& JOYOUS

SCENT FAMILY

CITRUS
WOODY

CITRUS
FLORAL

FLORAL FRUITY
GREEN

THE NOTES

LEMON, JASMINE
& CEDAR

CITRUS TRIO & RED BERRIES,
DAMASCENA ROSE & CEDAR

PEAR, JASMINE
& WOODY ACCORD



ACQUA
di Gioia



DID YOU KNOW?

ACQUA DI GIOIA COLLECTION IS INSPIRED BY THE
ESSENCE OF JOY AND DIFFERENT ASPECTS AND
FACETS OF THE MEDITERRANEAN SEA

GIORGIO ARMANI

30ML - \$90
 50ML - \$125
 90ML - \$155

MY WAY

EAU DE PARFUM NECTAR

I AM WHAT I LIVE

THE NEW SWEET, FRUITY, JUICY FLORAL
 INTERPRETATION OF THE SIGNATURE SCENT

TOP NOTES
 PEAR ACCORD & ORANGE BLOSSOM

HEART NOTES
 TUBEROSE & VIOLET LEAVES

BASE NOTES
 VANILLA & WHITE MUSK ACCORD

- SPARKLING
- FRUITY
- JUICY
- FRUITY FLORAL



MY WAY

• THE STORY •

The first carbon neutral fragrance, My Way is committed to sustainably sourced ingredients, authenticity & refillability. For the open-minded & curious person, looking to broaden her horizons through meaningful encounters.

“Traveling and discovering cultures is a great opportunity; it opens the mind and broadens the horizons”

Giorgio Armani



1. CONSCIOUSLY SOURCED INGREDIENTS



ORANGE BLOSSOM FROM EGYPT
TUBEROSE FROM INDIA
VANILLA FROM MADAGASCAR

SOCIO-ECONOMIC IMPROVEMENT FOR LOCAL COMMUNITIES AND FARMERS

2. REFILLABLE BOTTLE



MY WAY REDUCES ITS CARBON FOOTPRINT AND ITS IMPACT ON THE ENVIRONMENT

ALL FORMATS ARE REFILLABLE
REFILLING YOUR FRAGRANCE SAVES:

- 64% PLASTIC
- 55% GLASS
- 32% PAPER

3. REFORESTATION PROGRAMS



REFORESTATION PROGRAMS IN MADAGASCAR, ZIMBABWE, BRAZIL & PERU.

50,000 TREES HAVE BEEN PLANTED TO PRESERVE CRITICAL FOREST

MY WAY

COMMITMENTS TO BE SUSTAINABLE

ARMANI'S CARBON NEUTRAL FRAGRANCE



MY WAY



MY WAY
NECTAR



refillable
MY WAY
EAU DE PARFUM



refillable
MY WAY
INTENSE



refillable
MY WAY
PARFUM

INTENSITY

●●○○

●●○○

●●●○

●●●●

WHAT IS THE SPIRIT OF THE SCENT?

SPARKLING
AND FRUITY

FRESH,
VIBRANT, CAPTIVATING

SENSUAL, ENVELOPING,
WARM

FLORAL, SWEET,
INTENSE

SCENT FAMILY

FRUITY FLORAL

FLORAL

WARM FLORAL

FLORAL
SWEET

THE NOTES

PEAR
TUBEROSE
VANILLA

BERGAMOT & ORANGE BLOSSOM
TUBEROSE & JASMINE
CEDARWOOD & VANILLA

BERGAMOT & ORANGE BLOSSOM
TUBEROSE & JASMINE
SANDALWOOD, VANILLA & MUSK

BERGAMOT & ORANGE BLOSSOM
TUBEROSE & IRIS
CEDARWOOD, VANILLA & MUSK



CROSS-SELLING TIP

ALWAYS APPLY A SPRITZ OF YOUR FAVORITE MY WAY SCENT TO YOUR WRISTS BEFORE APPLYING MAKEUP TO A CLIENT TO ENHANCE THE EXPERIENCE AND TIE IN FRAGRANCE

GIORGIO ARMANI

ARMANI SÌ

NEW!
LIMITED DISTRIBUTION



SAY SÌ TO MYSELF
SÌ
EAU DE PARFUM



SAY SÌ TO INTENSITY
SÌ INTENSE
EAU DE PARFUM



SAY SÌ TO PASSION
SÌ PASSIONE
EAU DE PARFUM

WHAT IS THE SPIRIT OF THE SCENT?

FEMININE
SENSUAL
SOPHISTICATED

FEMININE
INTENSE
SOPHISTICATED

PASSIONATE
FEMININE
BOLD

SCENT FAMILY

CHYPRE FRUITY

CHYPRE FLORAL

FLORAL FRUITY

THE NOTES

BLACKCURRANT
NECTAR, AIRY FLORALS &
MUSKY BLONDE WOOD

BLACKCURRANT
ISPARTA ROSE
PATCHOULI BENZOIN

BLACKCURRANT NECTAR,
PEAR, ROSE &
WOODY VANILLA



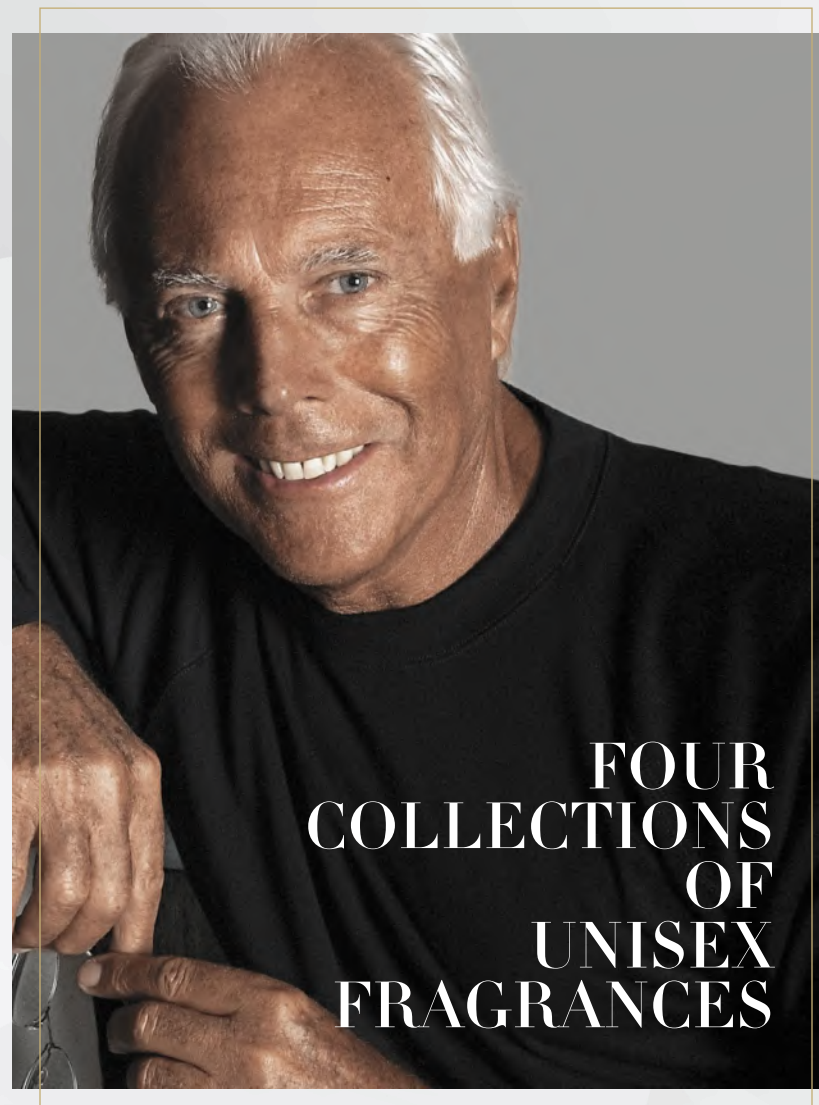
DID YOU KNOW?
BLACKCURRANT IS THE SIGNATURE NOTE
IN THE ENTIRE SÌ FRAGRANCE WARDROBE

GIORGIO ARMANI



ARMANI / PRIVE

Haute Couture Fragrances



FOUR COLLECTIONS OF UNISEX FRAGRANCES

PRIVE

Inspired by his explorations of the world, Giorgio Armani translates the essence of his Haute Couture Fashion line into unexpected fragrances.

His friends and family convinced him to share this first version on a small scale with those who most appreciate his attention to detail.

As early as 2004, Giorgio Armani was one of the first to launch a line of exceptional fragrances: ARMANI/PRIVÉ Haute Couture Fragrances reflects the spirit of his haute couture clothing.

HAUTE COUTURE

PRIVE

Simple, pure and elegant structure less is more.

Rare ingredients, crafted as precious fabrics

NATURE

Beautiful ingredients, carefully sourced for their unique quality.

A clear focus on one ingredient

ART PIECES

ARMANI / PRIVE
Haute Couture Fragrances

A sculptural object inspired by simple, geometric and mineral forms.

Contrasted masterpieces between sleek lines & curves

CULTURE

ARMANI / PRIVE

Armani/Privé fragrances are inspired by cultures of the world and are a tribute to their richness

CRAFTMANSHIP

STORY

The fragrances reflect the Armani haute-couture style and savoir-faire, with power and precision



- LES EAUX**
FRESH & VIBRANT
- LA COLLECTION**
DARING & ENVELOPING
- LES MILLE ET UNE NUITS**
SENSUAL & OPULENT
- LES TERRES PRÉCIEUSES**
RICH & UNEXPECTED

Inspired by his explorations of the globe, Giorgio Armani translates the essence of his Haute Couture into unexpected fragrances: a journey that retraces not only the freshness of legendary gardens but also fascinating exotic destinations

ARMANI PRIVE



LES EAUX A TRIBUTE TO LEGENDARY GARDENS. EACH INSPIRED BY NATURE
EAU DE TOILETTE SRP | \$195.



PIVOINE SUZHOU **ROSE MILANO** **SANTAL DAN SHÁ** **GARDÉNIA ANTIGUA** **ORANGERIE VENISE**

FLORAL ROSY PEONY SPARKLING & DELICATE	CHYPRE FLORAL DAMASCENA ROSE JOYFUL & SENSUAL	WOODY SPICY SANDALWOOD WARM & CREAMY	WHITE FLORAL MUSKY GARDENIA LUMINOUS & VOLUPTUOUS	CITRUS BIGARADE ORANGE TREE FRESH & ELEGANT	SCENT FAMILY KEY NOTE KEY WORDS
CHINESE GARDENS OF SUZHOU	THE CITY OF MILAN	CHINESE IMPERIAL GARDENS	THE ISLAND OF ANTIGUA	VENETIAN ORANGERY	INSPIRATION



JASMIN KUSAMONO **THÉ YULONG** **CYPRES PANTELLERIA** **VÉTIVER D'HIVER** **FIGUIER EDEN**

FLORAL GREEN JASMINE SAMBAC BRIGHT & TRANSPARENT	CITRUS WOODY BLACK & GREEN TEA FRESH & SMOKEY	CITRUS CYPRESS TREE ENERGETIC & VIVACIOUS	EARTHY & WOODY VÉTIVER ELEGANT & FRESH	CITRUS & WOODS GREEN FIG LUMINOUS & VELVETY	SCENT FAMILY KEY NOTE KEY WORDS
THE ANCIENT ART OF JAPANESE BONSAI.	YULONG MOUNTAINS OF CHINA	ISLAND OF PANTELLERIA	WINTER GARDENS OF SAINT PETERSBURG	ITALIAN SUMMER IN ISCHIA	INSPIRATION

DID YOU KNOW?

BOIS D'ENCENS IS A PERSONAL FAVORITE OF MR. ARMANI

THE ORIGINAL COLLECTION WAS CRAFTED FOR MR. ARMANI AND HIS CLOSE PERSONAL FRIENDS. THE SCENTS BECAME SO COVETED, THEY WERE TRANSFORMED INTO AN EXCLUSIVE COLLECTION AS THE SIGNATURE OF HIS HAUTE COUTURE LINE

LA COLLECTION A TRIBUTE TO THE MYTHICAL ACCORDS OF PERFUMERY, INSPIRED BY TRADITION.
EAU DE PARFUM | SRP \$315



BOIS D'ENCENS

SCENT FAMILY KEY NOTE KEY WORDS	WOODY WHITE FRANKINCENSE SHARP & SPIRITUAL
INSPIRATION	CHURCH IN MILAN

LES MILLE ET UNE NUITS A TRIBUTE TO THE LEGENDARY TALE OF ONE THOUSAND AND ONE NIGHTS. INSPIRED BY THE SPENDORS OF THE ORIENT.
EAU DE PARFUM INTENSE | SRP \$315.



ROSE D'ARABIE **CUIR NOIR** **OULD ROYAL** **MUSC SHAMAL** **CUIR ZERZURA**

SCENT FAMILY KEY NOTE KEY WORDS	FLORAL WOODY AMBER DAMASCENA ROSE ENCHANTING & VOLUPTUOUS	LEATHER SAFFRON ACCORD WARM & ADDICTIVE	WOODY OULD WOOD MAJESTIC & DEEP	FLORAL MUSKY WHITE MUSK ENVELOPING & SENSUAL	AMBER WOODY LEATHER LEATHER SENSUAL & WARM
INSPIRATION	SENSUALITY	SENSUALITY OF LEATHER ON SKIN	AN EXOTIC DREAM	WIND ACROSS THE SAND DUNES OF THE DESERT	MYTHICAL OASIS OF ZERZURA

LES TERRES PRÉCIEUSES A TRIBUTE TO THE COUNTRIES AND CULTURES THAT HAVE INSPIRED MR. ARMANI.
EAU DE PARFUM INTENSE | SRP \$340.



VERT MALACHITE **ROUGE MALACHITE** **BLEU LAZULI** **BLEU TURQUOISE** **MAGENTA TANZANITE** **INDIGO TANZANITE** **NOIR KOGANE** **BLANC KOGANE**

SCENT FAMILY KEY NOTE KEY WORDS	FLORAL WHITE LILY MAJESTIC & DEEP	FLORAL TUBEROSE WARM & OPULENT	AMBER WOODY HONEYED TOBACCO SENSUAL & CAPTIVATING	WOODY FLORAL SALTED VANILLA EXOTIC & SPICY	SPICY AMBER SPICED COFFEE WARM & SPICY	WOODY AMBER WHITE PATCHOULI CREAMY & WOODY	EARTHY LEATHER VITIVER SMOKY & BOLD	JASMINE MUSK WHITE MUSK ENVELOPING & LUMINOUS
INSPIRATION	RUSSIA	RUSSIA	INDIA	INDIAN OCEAN	AFRICA	AFRICA	JAPAN	JAPAN

GIORGIO ARMANI

holiday

Experience the magic of the holidays with Armani NEVE
 Neve (Neh-vey) means snow in Italian.

Gift Sets FEMININE FRAGRANCE



MY WAY EDP V90 + V10 + BL50
 SRP \$165
 VALUE \$213 (23%)



MY WAY EDP V30 + V10
 SRP \$95
 VALUE \$125 (24%)



WOMEN'S DISCOVERY V10
 MY WAY EDP + GIOIA + SI PASSIONE
 SRP \$75
 VALUE \$105 (28%)



SI EDP V100 + V10 + LOTION 50ML
 SRP \$170
 VALUE \$220 (23%)



SI PASSIONE V100 + V10 + LOTION 50ML
 SRP \$170
 VALUE \$220 (23%)



GIOIA EDP V30 + V10
 SRP \$82
 VALUE \$105 (22%)



GIOIA EDP V100 + V10 + BL50
 SRP \$135
 VALUE \$172 (22%)

Gift Sets BEAUTY



PRISMA GLOSS DUO
 PRISMA GLASS
 SHADE 02 & 05
 SRP \$50
 VALUE: \$80
 31% VALUE



MASCARA + EYE TINT DUO
 ETK CLASSICO (FULL SIZE) +
 EYE TINTS 9 & 27
 SRP \$75
 VALUE: \$111
 32% VALUE



CHEEK TINT + GLOW BLUSH
 CHEEK TINT 50.5 + GLOW BLUSH
 50
 SRP \$55
 VALUE: \$78
 29% VALUE



CHEEK TINT DUO
 (SEPHORA EXCLUSIVE)
 SHADES 53 & 62
 SRP \$55
 VALUE: \$78
 29% VALUE



MEDITERRANEAN GLOW SET
 (FLUID SHEER 10 & GLOW BLUSH
 50)
 (SPLIT SHIP FROM ND
 ANNIVERSARY)
 SRP \$54
 VALUE: \$81

Gift Sets MASCULINE FRAGRANCE



ADGH EDT V100+V30
 SRP \$130
 VALUE \$177 (26%)



ADGH EDT V200+V30
 SRP \$174
 VALUE \$222 (26%)



ADGH PROF V100+V15
 SRP \$145
 VALUE \$180 (20%)



ADGH PARF V100+V15
 SRP \$180
 VALUE \$222 (19%)



ADGH V15 PARF+EDP+EDT
 SRP \$80
 VALUE \$110 (27%)



ACH PARF V75+V15
 SRP \$160
 VALUE \$193 (17%)



CODE EDT V125 + V15 + DEO75
 SRP \$140
 VALUE \$187 (25%)



CODE 15ML DISCOVERY SET
 EDT + EDP + PARF
 SRP \$80
 VALUE \$98 (18%)



ACH EDP V75+V15
 SRP \$135
 VALUE \$162 (17%)

Gift Sets PRIVE



THE YULONG V100+V7.5+SOAP
 SRP \$220
 VALUE \$TBD



LES EAUX 7.5ML DISCOVERY SET
 SRP \$115
 VALUE \$TBD

GIORGIO ARMANI

SENIOR & EXPERT

EXPERTS



ALEXIS SIMONSON
Saks Fifth Avenue
- San Francisco



ESMIRA MAMEDOVA
Bloomingdales
- Aventura



MAUREEN SHIELDS
Neiman Marcus
-King of Prussia

SENIORS

- NELLIE ALAMILLA** | NORDSTROM | OLD ORCHARD
- CHRISTY ATKINS** | NORDSTROM | ST LOUIS GALLERIA
- KAOUTAR FILALI** | SAKS | NEW YORK
- VANESSA HURTADO** | SAKS | NEW YORK
- MARIA NINO** | NORDSTROM | CHICAGO
- JANE PAVLIS** | SAKS | CHICAGO
- ALEJANDRA PAZ** | NEIMAN MARCUS | TYSONS
- AMANDA POLO** | NEIMAN MARCUS | CHICAGO
- MAURO SOLORIO** | BLOOMINGDALE'S | SAN FRANCISCO
- KIMBERLY TAYLOR** | SAKS | SAN FRANCISCO
- NATASHA WHITE** | BERGDORFF GOODMAN | NEW YORK
- NATALIE YAPORT** | SAKS | NEW YORK



**BRAND
ENGAGEMENT
& CLIENT
EXPERIENCE**



GEN A (RMANI)



Generation A (noun)

a community of young talent that celebrates authenticity and optimism as the new generation

GEN A



CHASE STOKES

@HICHASESTOKES



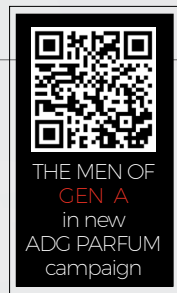
MICHAEL EVANS BEHLING

@MICHAELB05



CHRISTOPHER BRINEY

@CHRISBRINEY_



THE MEN OF GEN A in new ADG PARFUM campaign

GEN A



ISABELA MERCED

@ISABELAMERCED



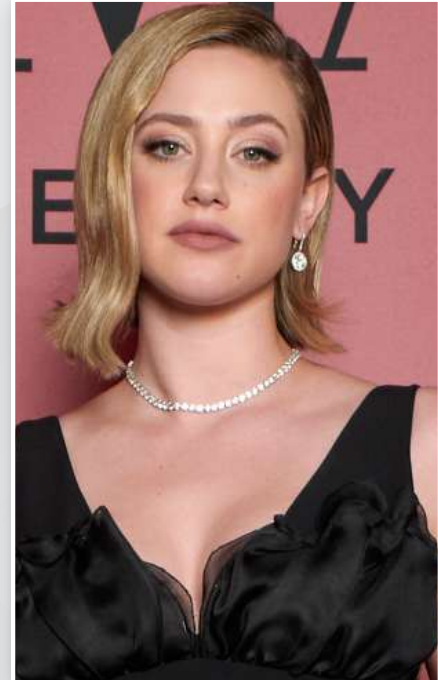
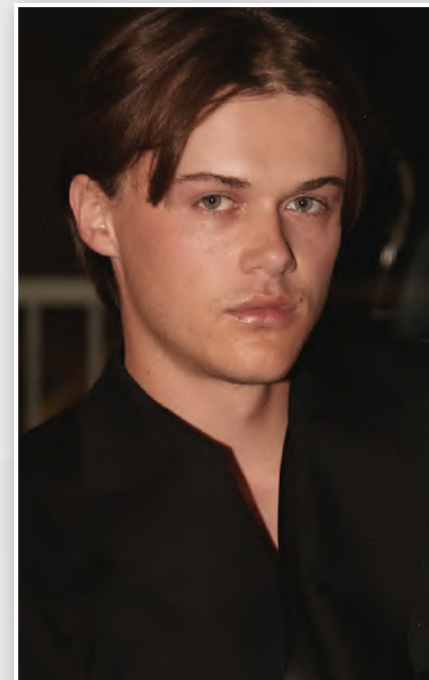
LILI REINHART

@LILIREINHART



CAMILA MENDES

@CAMIMENDES



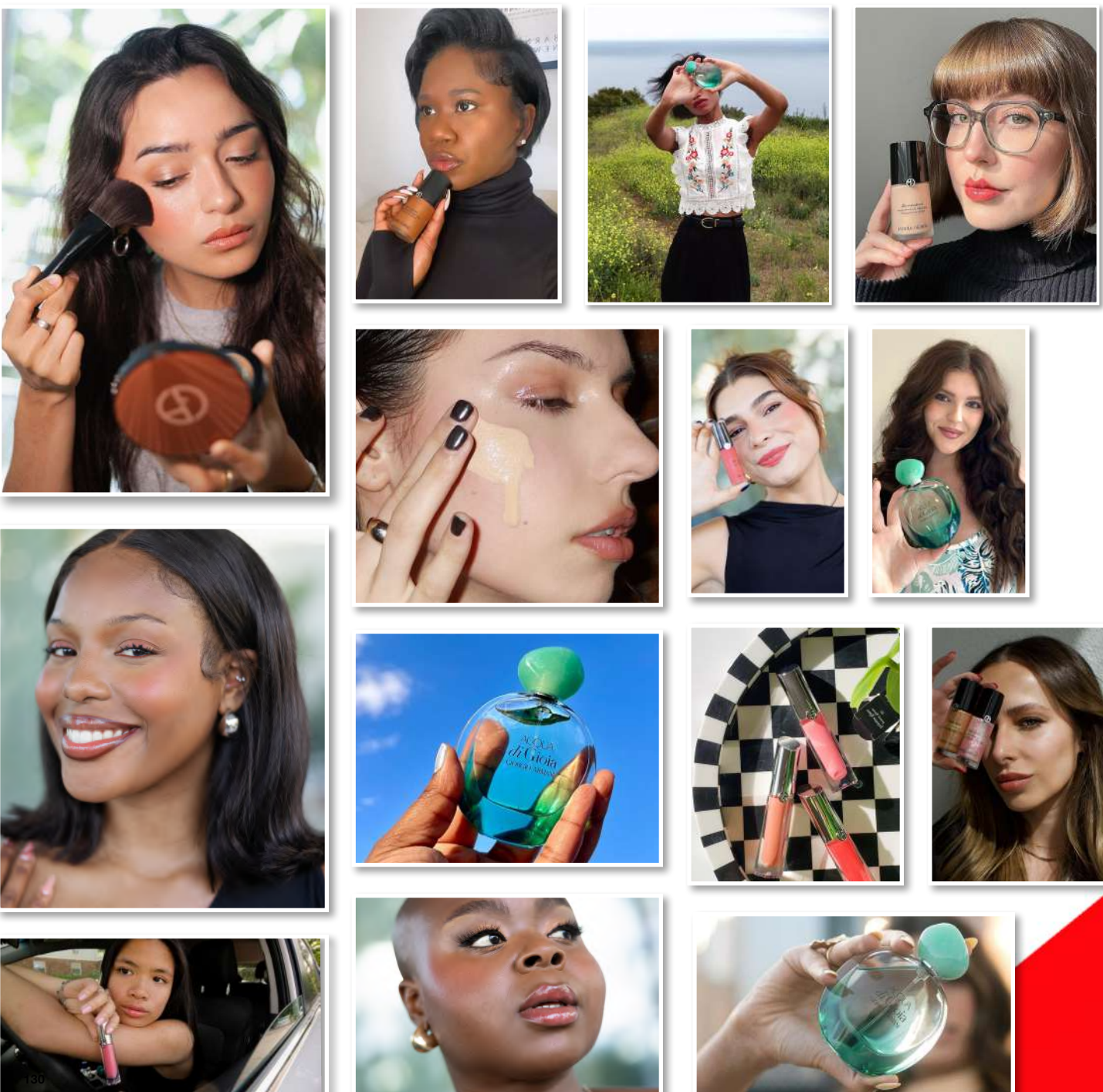
BRAND ENGAGEMENT

#ARMANIBEAUTIES COMMUNITY



Giorgio Armani #ArmaniBeauties Community
Fostering and Building a Community of Armani Beauty Advocates

#ARMANIBEAUTIES is a community whose only rule is beauty, who believe in enhancing what makes you, you. We encourage our community to share their Armani Beauty products and looks on social and tag #ArmaniBeauties @ArmaniBeauty for a chance to have their content featured on our owned social channels. On Instagram, be sure and follow the #ArmaniBeauties tag to follow along to see what the community is posting!



BRAND ENGAGEMENT

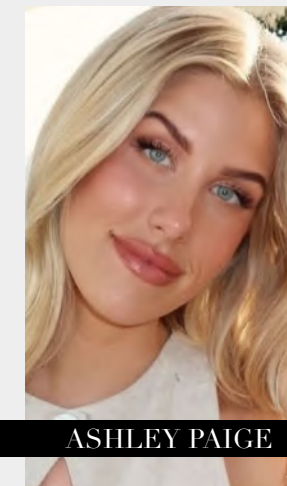
Beauty & Trend Squad

SHARING THE SECRETS OF INFLUENTIAL BEAUTY CREATORS

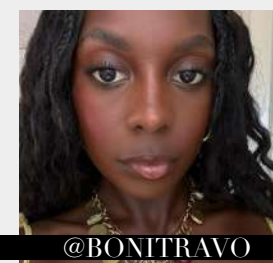
The 2024 lineup of Armani Beauty Social Creators play a significant role in increasing brand awareness, and driving cultural relevancy to ensure Armani Beauty is the most desired makeup artistry brand on the market.

BEAUTY SQUAD

BEAUTY SQUAD are top-tier beauty influencers with highly engaged followers leading mass awareness and their product stamp of approval. They create authentic reviews and GRWM tutorial-style content for our pillar and product launches for their communities who trust their recommendations and see them as their best friend.



TREND SQUAD consists of mid-tier makeup authorities at the forefront of beauty trend conversations across social platforms. Whether it's #PumpkinSpiceMakeup or #GlowyMakeup these creators showcase our products into trending conversations and position Armani beauty at the forefront of what is cool and relevant.



TREND SQUAD

ATTRACT CLIENTS & GROW YOUR INSTAGRAM & TIKTOK COMMUNITY



- **RECOMMENDED:** Include cultural hashtags to boost reach such as: *#beauty #tutorial #makeup #smokyeye*
- Authenticity is key, show your personality and don't worry about being perfect.
- **VIDEO IS KING**, focus on creating TikTok and Instagram videos.
- Always offer value. How-To videos, before and after videos, color matching, self' makeup applications & skincare techniques are all great ways to engage with your audience.
- Plan to consistently post content across both platforms to drive engagement & build your community.
- **Community Management:** respond to comments in a relatable way to address client questions and concerns.
- **DID YOU KNOW** the average Instagram user spends 3 SECONDS of consideration to each post before moving on? Keep your copy simple. 80% of your audience sees your content on a mobile device.
- **ALWAYS** include **@ARMANIBEAUTY**
- Show your Armani beauty products and state the CTA/Hook of the video within the first 2 seconds.
- Shoot in a well-lit, clutter free space – best to use natural, golden hour light!



BY WENDY WARD
REGIONAL FACE DESIGNER
@WENDYWARD_ARTISTRY

WENDY ON SOCIAL MEDIA

I FOUND USING SOCIAL MEDIA IS A GREAT TOOL TO EASILY KEEP IN TOUCH WITH THESE WONDERFUL NEW PEOPLE IN MY LIFE! CLIENTS HAVE THE ABILITY TO REACH OUT TO ME ANYTIME FOR ANY TIPS, TRICKS AND DIFFERENT WAYS TO USE THE ARMANI BEAUTY PRODUCTS THAT ARE RIGHT FOR THEM. SOCIAL MEDIA HAS ABSOLUTELY HELPED BY ALLOWING ME TO BE MORE ACCESSIBLE TO PEOPLE. I AM THRILLED BY THE INTEREST AND SUPPORT.



BY IRAM QURESHI
REGIONAL FACE DESIGNER
@IRAMSBEAUTY

IRAM ON SOCIAL MEDIA

SOCIAL MEDIA HAS HELPED MY BUSINESS IN SEVERAL WAYS. ON MY SOCIAL MEDIA (INSTAGRAM), 95% OF MY FOLLOWERS ARE MY OWN CUSTOMERS. THEY ALWAYS ASK QUESTIONS REGARDING TRENDING PRODUCTS. THEY USUALLY CONTACT ME AFTER MY POSTS TO KNOW ABOUT THE PRODUCT. CUSTOMERS ARE ALSO INTERESTED IN WHEN AND WHERE THE NEXT MASTER CLASS WILL TAKE PLACE.

CREATE AN ONLINE COMMUNITY

TREAT EVERY FOLLOWER LIKE A REAL PERSON. **ENGAGEMENT IS THE GOAL!** FOCUS ON THE FOLLOWERS YOU HAVE AND OFFER THEM VALUE. **REPLY TO THEIR COMMENTS AS IF THEY HAD SAID IT TO YOU IN REAL LIFE.** COMMENT ON THEIR POSTS TOO! **THESE RELATIONSHIPS WILL TURN INTO SALES IN TIME AND YOUR FOLLOWING WILL GROW NATURALLY.**

WITH INSTAGRAM REELS 🎬

REEL TIPS



- YOU WILL GET FOUND BY NEW PEOPLE AS INSTAGRAM SHOWS THIS CONTENT TO EVERYONE.
- GET CREATIVE WITH DIFFERENT VIDEO LENGTHS AND CONTENT STYLES CONSIDER A GRWM VIDEO TO SHOW A FULL ARMANI BEAUTY LOOK OR FUN SNACKABLE TIPS OR TRICKS. THIS IS YOUR PLATFORM TO STORYTELL THE BRAND AND PRODUCTS IN A WAY THAT IS MOST AUTHENTIC FOR YOU!
- FOR VIDEO IDEAS, SAVE OTHER CREATORS CONTENT YOU LIKE, AND RECREATE PUTTING YOUR SPIN ON IT.
- WHEN YOU FIND A PIECE OF CONTENT THAT PERFORMS WELL, TRY TO RECREATE WHAT MADE THAT VIDEO UNIQUE.

WITH TIK-TOK

TIK-TOK TIPS



- ALWAYS SHARE EDUCATION TIPS & TRICKS IN AN ENTERTAINING FASHION.
- CREATE VIDEOS WITH A VARIETY OF TIME LENGTHS.
- USE TRENDING SOUNDS/MUSIC AND HASHTAGS TO GET DISCOVERED.
- PEOPLE LOVE RAW AND REAL FOOTAGE, DO NOT HEAVILY FILTER OR BE TOO PERFECT.
- BE READY TO HOP ON BEAUTY TIKTOK TRENDS; THIS IS HOW YOU GO VIRAL WITH ARMANI PRODUCTS! YOU CAN FIND THESE ON THE DISCOVER PAGE BY CLICKING THE MAGNIFYING GLASS.

SALES FLOOR & GROOMING

PROFESSIONALISM & A GROOMED LOOK, APPROPRIATE FOR THE STORE AND FOR THE STANDARDS OF THE BRAND.

HYGIENE

PLEASE FOLLOW YOUR RETAILER SPECIFIC GUIDELINES



CLEAN & SANITIZE HANDS REGULARLY

ESPECIALLY IN FRONT OF THE CLIENT BEFORE & AFTER TOUCHING PRODUCT.
NOTE: Take care of your skin by moisturizing your hands regularly. Use body lotion or hand cream.



WEAR A MASK

Wear a mask based on your comfort level and local guidelines. Always ask your clients if they'd like you to wear one.



PERSONAL HEALTH

QUESTIONS?
 Any question regarding health conditions? Contact your local HR team. Feeling sick, have a fever or difficulty breathing? Stay home and inform your manager.

CLEANING

PLEASE FOLLOW YOUR RETAILER SPECIFIC GUIDELINES



STORE CLEANING

PRIOR TO REOPENING THE STORE

- ALL WORK SURFACES
- ALL DISPLAY SURFACES

DAILY

- TIDY AND CLEAN WORK AND STORAGE AREAS
- SANITIZE THE REGISTER AND CONSULTATION AREA BETWEEN EACH CUSTOMER
- DISINFECT COVERED BINS DAILY, USING SINGLE-USE GLOVES AND *EPA APPROVED CLEANING SUPPLIES



PRODUCT CLEANING

PRIOR TO REOPENING THE STORE

- KEEP ALL PRODUCTS CLOSED
- CLEAN AND DISINFECT AFTER EVERY USE
- NO DOUBLE DIPPING
- FOR BEAUTY TECH TOOLS, CLEAN AND DISINFECT BEFORE AND AFTER USING
- THROW AWAY DISPOSABLE TOOLS IN COVERED TRASH BIN AFTER DEMONSTRATION/SERVICE

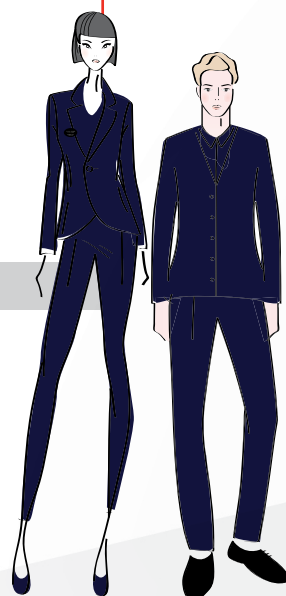
UNIFORM

CONVEYING THE BRAND IMAGE

THE UNIFORM CONVEYS THE BRAND IMAGE

IT IS PART OF OUR BRAND IDENTITY. IT REVEALS THE PROFESSIONALISM OF OUR FD'S & OUR BRAND VALUES SUCH AS: ELEGANCE, COMFORT & SIMPLICITY. THE ARMANI UNIFORM MUST BE WORN IN FULL BY ALL FACE DESIGNERS, INCLUDING THE SILVER GA PIN.

CONTACT YOUR AE WITH ANY UNIFORM QUESTIONS



DOS

MAKEUP

WEAR FULL MAKEUP FOUNDATION, EYE SHADOW, LIPSTICK & MASCARA. BALANCE THE INTENSITY OF THE EYE AND LIPS

MAKEUP SHOULD BE APPLIED BEFORE YOU ARRIVE AT THE STORE AND TOUCHED UP DURING YOUR BREAKS OUTSIDE THE SELLING AREA

LINES ARE STRAIGHT, NEVER UP, NEVER ROUND

COMPLEXION

WEAR FOUNDATION THAT ENHANCES YOUR COMPLEXION FOR NATURAL COVERAGE - LESS IS MORE

THE FOUNDATION SHOULD MATCH THE COLOR OF YOUR SKIN, NEVER TOO DARK

HAIR

YOUR HAIR SHOULD BE WELL KEPT AND STYLED

IF LONG, IT SHOULD BE TIED BACK OUT OF THE WAY FOR APPLYING MAKEUP

SIMPLE ACCESSORIES ALLOWED

YOUR BEARD MUST BE SHORT AND NEAT

HANDS

YOUR HANDS ARE YOUR PRIMARY WORK TOOL: ALWAYS TAKE CARE OF THEM. THEY SHOULD BE CLEANSED EACH TIME YOU APPLY MAKEUP

CLEANSE YOUR HANDS IN FRONT OF YOUR CLIENT

YOUR NAILS SHOULD ALL BE THE SAME LENGTH, WITH ELEGANT NAIL POLISH (LIKE A CLASSIC RED OR NUDE.)

THEY SHOULD NOT BE BITTEN OR TOO LONG (FOR HYGIENE REASONS)

YOUR HANDS SHOULD BE WASHED AFTER USING THE RESTROOM OR HAVING A CIGARETTE BREAK

FRAGRANCE

ALWAYS WEAR AN ARMANI FRAGRANCE

DON'TS

MAKEUP

WEAR NO MAKEUP

AGGRESSIVE CONTOURING, HIGHLIGHT, BLUSH ETC.

STRONG BROWS

STRONG EYE/LIP COMBINATION

FAKE EYE LASHES OR EXTREME MASCARA

COMPLEXION

HEAVY FOUNDATION THAT DOESN'T LOOK NATURAL

HAIR

DIRTY HAIR

EXTREME COLORS OR GRADIENT DYES

HAIR COVERING THE FACE

UNKEMPT OR UNSTYLED HAIR

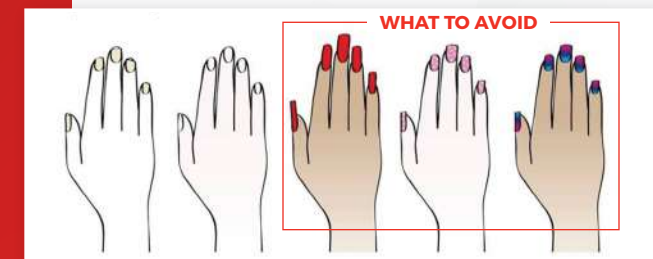
HANDS

DIRTY OR CHIPPED NAILS

EXCESSIVELY LONG NAILS

NAIL ART OR TEXTURAL EFFECTS

GARISH OR MULTIPLE COLORS



FRAGRANCE

WEAR A FRAGRANCE FROM ANY OTHER BRAND

HOW TO BOOK A SUCCESSFUL EVENT

THE BEST WAY TO BUILD YOUR BUSINESS

1 - ASK TO KEEP IN TOUCH

After you make a connection with your client, ask them, "I would like to keep in touch and get your opinion on the products. May I contact you?"

2 - ASK CLIENT'S CONTACT PREFERENCE

If they say YES, ask them how they would like to be contacted. Follow up with: "Because you told me you like... (makeup, artistry, learning new techniques) I would like to invite you to a National Artistry Event where you will learn artistry techniques based on your life style."

-OR- "Because you told me you like skincare, I would like to invite you to a Spa event with our esthetician. We will show you techniques that will help lift and sculpt your face."

-OR- "Because you told me you like fragrances, I would love to invite you to a fragrance masterclass or a Prive masterclass where you will find your signature scent."

TIMELINE

FOR A SUCCESSFUL EVENT

10-12 WEEKS OUT - CONNECT

Connect with your Department manager and Account Executive to plan the time, date and location of the event. This is the time to pick your event: artistry, skincare or fragrance.

6 WEEKS OUT - TALK ABOUT IT

Start talking to your clients in store about the event and organize what clients you are going to call to book the event.

3-4 WEEKS OUT - BOOK

- Send an email blast to clients
- Reach out to key players in your store such as stylist and other departments to ask for their support and help book appointments.

2 WEEKS OUT - POST & FOLLOW UP

- Post event on social media
- Reach out to key players in your store such as stylist and other departments to ask for their support and help book appointments.

1 WEEK OUT - PREPARE & PLAN

- Communicate with the National or Regional Face Designer to talk through flow of the event
- Make an out of stock list & a focus product list and tell the RFD what's in stock
- Continue posting on social media
- Contact your clients to confirm appointments

DAY OF EVENT - BE READY & HAVE FUN!

- Have face charts and pens ready for the artists
- Make sure testers are clean and ready to go
- Be the best host and have a great time!

GIVE YOUR CLIENT A SAMPLE

A CUSTOMIZED EXPERIENCE



- Every client that comes to the Armani counter gets a customize sample of Luminous Silk Foundation.

- Give them samples of products they didn't purchase like primer or Fluid Sheer. Invite them to an event where you will teach them again how to use the product.

- Remember when you give a sample, get their name for your client book



FOLLOW UP

Building your clientele is key to book successful events and reach your goals. Follow the Armani **2-2-2** method to maintain the client relationship.

When calling a client for an event, make sure to call them for what they told you they were interested in.

2 DAYS - be thankful

- after you meet the client, virtually or in person, follow up with them by simply saying THANK YOU

2 WEEKS - check in and build your relationship

- Ask your client their opinion on the samples and products:

2 MONTHS - continue building the relationship

- Don't let your client forget about you! Now is the time to invite them in to experience an event, new products or for replenishment

BY TABETHA BRIGGS
REGIONAL FACE DESIGNER
@T.BRIGGSBEAUTY



TABETHA ON CLIENT OUTREACH

WHEN THINGS ARE SLOWER IN STORE I TRY TO TAKE THAT TIME TO DO SOME CLIENT OUT REACH - PHONE ORDERS, PRODUCTS RECOMMENDATIONS FOR VIRTUAL CLIENTS ETC. CONNECTING AND RECRUITING CAN NOT ONLY CREATE BUSINESS AND INCREASE YOUR SALES FOR THE DAY, BUT ALSO CREATE A RELATIONSHIP WITH A NEW CLIENT OR ASSOCIATE THAT CAN IMPACT BUSINESS FOR THE LONG RUN!

FIND YOUR PERFECT MATCH

COMPLEXION SHADE FINDER

DEPTH	VERY FAIR					FAIR					LIGHT					LIGHT TO MEDIUM					MEDIUM					MEDIUM TO TAN					TAN					TAN TO DEEP					DEEP					VERY DEEP					VERY VERY DEEP						
	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	RED	PINK	NEUTRAL	GOLDEN	OLIVE	PINK	NEUTRAL	GOLDEN										
LUMINOUS SILK FOUNDATION	3.75			3			2	1.5	3.8		4.75	4.25	5	4		5.1	5.2	4.5	5.75	3.5	5.25	5.5	5.9	5.8	6						7	6.5	6.25			8.25	7.5	8	7.75	7.8	8.5		8.75	9	11.75	11.5	13	10	11	12	13.5	15	13.25	14			
LUMINOUS SILK CONCEALER	3.75			3			2	1.5			4.75		5	4					4.5	5.75	5.25	5.5			6						7	6.5						8.75		11.75		10					15		14								
LUMINOUS SILK FUSION GLOW POWDER				3			2							4								5.5									7	6.5						9		11.5									14								
POWER FABRIC + FOUNDATION			1			2.75	2.5	3		2		4.25	3.5	3.25			5	4	5.75	4.5	5.25	5.5			6						7	6.5	6.25					8.75	9			13	10	11	12		15		14		16						
POWER FABRIC + CONCEALER			1.5			2.75		3		2				3.5			5	4		4.5		5.5									7	6.5										10	11	12		15		14		16							





GIORGIO ARMANI

FOR TRAINING PURPOSES ONLY