

ARMANI

LIBRO

LIGHT UP YOUR GLOW


SPRING 2026





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A close-up, high-resolution portrait of Giorgio Armani. He is looking directly at the camera with a thoughtful expression, his hand resting near his chin. The lighting is soft, highlighting the texture of his skin and the intensity of his blue eyes. The background is dark and out of focus.

"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



Dear Armani Face Designers,

On behalf of the entire Armani team, grazie mille for a truly exciting and momentous 2025! Looking back at last year, we achieved significant milestones. Our total brand growth was a leading competitor within the luxe beauty market, demonstrating remarkable momentum and maintaining strong ranks across focus categories and pillars. Luminous Silk continued to solidify its position as a Foundation leader across key retailers like Sephora and Nordstrom, transforming new customers into loyal devotees daily. Our fragrance portfolio also saw robust performance, with strong growth in our established pillar Acqua di Gio and Emporio Stronger with You rapidly gaining awareness and rank in the competitive Men's market. As we step into Spring 2026, we are poised for an even more transformative year with two landmark initiatives that will redefine our beauty landscape.

In makeup, we are thrilled to unveil the highly anticipated renovation of our iconic Luminous Silk Foundation. After 25 years as a global bestseller, we've elevated this masterpiece to new heights, incorporating cutting-edge pigment technology and powerful skincare benefits for even more seamless matching, enhanced performance, and true inclusivity. This is not just an upgrade; it's a testament to our commitment to perfection and will undoubtedly further cement its leadership status.

In fragrance, March marks the monumental launch of Emporio Power of You, our new feminine fragrance pillar. This is our biggest bet in women's fragrance for the year, and it brings a captivating olfactive signature that embodies strength, individuality, and modern femininity. We are investing significantly to ensure its success, and it represents a massive opportunity for us to engage new clients, deepen our presence in the market, and win in feminine fragrance. We will continue to be a major player in men's fragrance, growing both the iconic Acqua di Gio franchise and the dynamic Stronger With You collection with innovative newness.

Your passion and dedication are the most important part in the Armani story - and the key to creating lasting memories and client relationships throughout this exciting new season. We know that the true magic happens with the incredible expertise and service you'll deliver each day to clients, bringing these innovations to life. We should always strive to embody the rich legacy of Armani and the vision of our Founder as we enter Chapter 2026.

Thank you from all of us at Armani. I am looking forward to bringing this transformative season to life with all of you!

Sarah

Sarah Curtis Henry

General Manager, Armani & Valentino Beauty

OME



PLEASE READ BEFORE PROCEEDING:

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)

I understand that I am not permitted to access this information unless I am at my work site.

A Letter From Education



SHAYNA E. SHAPIRO
Director of Education & Artistry

Congratulations on a great year!

As we step into 2026, I want to extend my heartfelt congratulations for a truly incredible year that has just concluded. Your passion, dedication, and artistry continue to define Armani, and the momentum you've created is truly inspiring.

This year brings even more exciting opportunities to elevate our artistry and deepen our connection with every client. We are thrilled to unveil the much-anticipated Luminous Silk Foundation upgrade, a testament to our commitment to innovation while honoring the iconic glow you master so beautifully. Get ready to explore the enhanced formula and an broader spectrum of shades. With 18 new shades added to the Luminous Silk Foundation collection and an updated shade finder, I encourage each of you to become confident in precisely shade matching every client, ensuring they find their perfect radiant match.

The excitement continues with two new fragrance launches! We are proud to introduce the new women's fragrance, "Power of You," an ode to individuality and strength, launching alongside our new men's fragrance, "Stronger With You Powerfully." Your expertise in storytelling and connecting clients with scents will be pivotal in bringing both to life at the counter.

To truly immerse clients in the world of Armani fragrances, I encourage you to continue leveraging our H.O.M.E. selling strategy (Hook, Olfactive signature, Moment, and Experience), which we rolled out at our last Seasonal Seminar. This approach has proven effective in enhancing fragrance consultations. I challenge you to become comfortable using H.O.M.E. as you introduce clients to the nuances of both "Power of You" and "Stronger With You Powerfully," guiding them through an unforgettable fragrance journey.

With all our incredible new launches, alongside our T.A.I.L.O.R. selling strategy, we are poised for an unparalleled year. Your ability to personalize experiences, build trust, and inspire confidence in our clients is what truly sets us apart.

I am immensely proud to witness your growth and boundless creativity. This season, immerse yourselves in our upcoming Seasonal Seminar and the accompanying Libro—crafted to support your artistic journey every step of the way. At Armani, your potential is limitless, and I am committed to supporting you in reaching new heights.

I eagerly anticipate connecting with each of you, whether in person or virtually, as we embark on this exciting new chapter together. Let's make 2026 our most successful year yet!

With deepest admiration,

A handwritten signature in black ink that reads "Shayna".

Shayna E. Shapiro
Director of Education & Artistry





POWER OF
YOU

EMPORIO ARMANI

 SPRING 2026

NEWNESS

ARMANI

New This

JAN

MARCH



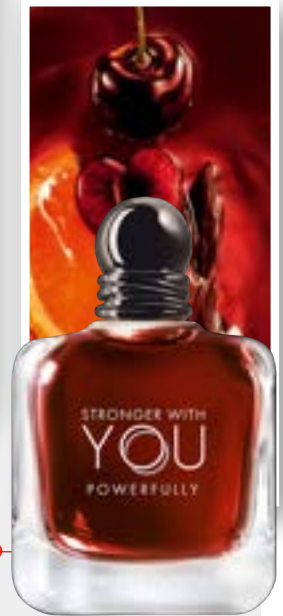
LUMINOUS SILK
RELAUNCH
PG. 30



LUMINOUS SILK
ILLUMINATING
PRIMER
PG. 34



POWER OF YOU
PG. 67



STRONGER WITH
YOU POWERFULLY
EDP
PG. 71

ARMANI
SPRING | 2026

Season

PRODUCT TIMELINE

*LAUNCH TIMING & ASSORTMENT
MAY VARY BY RETAILER

APRIL

ACQUA DI GIÒ
EDP INTENSE
PG. 79



PRIVE ORANGE
MEDITERANEE
PG. 92



MAY

LUMINOUS SILK
CONCEALER
SHADE
EXTENSION
PG. 36



CREMA NERA
REMODELING
SHEER AND
REMODELING
CREAM
PG. 99



PRISMA FLASH
PG. 56

CHEEK TINT
SHADE EXTENSION
PG. 39



MAY/JUNE



MOTHERS &
FATHERS DAY
SETS
PG. 108



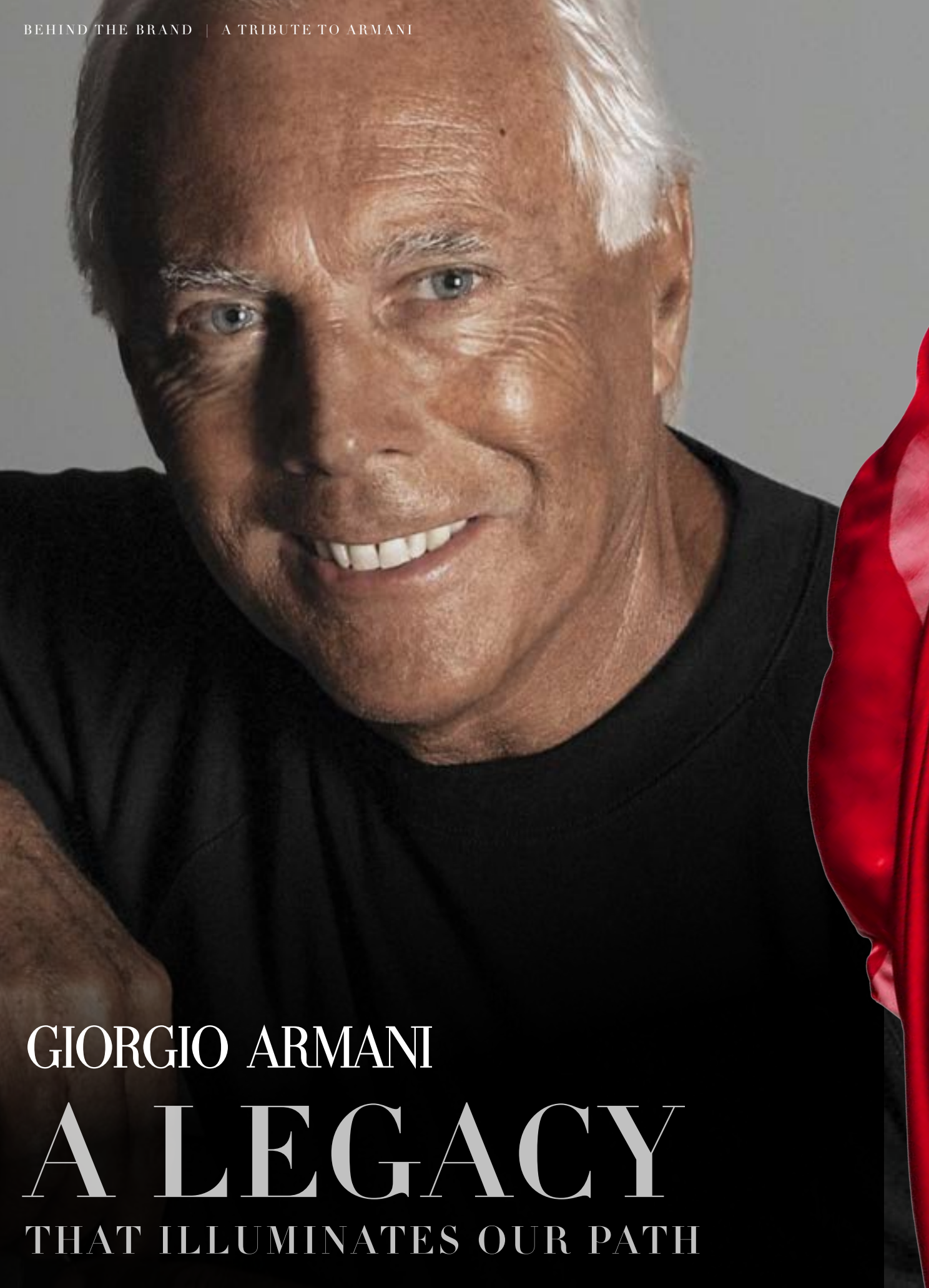


BEHIND THE BRAND



ARMANI

BEHIND THE BRAND | A TRIBUTE TO ARMANI



GIORGIO ARMANI

A LEGACY

THAT ILLUMINATES OUR PATH

A TRIBUTE TO

Giorgio Armani

In the history of fashion and beauty, few names resonate with the enduring power, visionary elegance, and significant influence of Giorgio Armani. His journey is a testament to an unparalleled artistic vision that has redefined sophistication, empowered individuals, and shaped our understanding of modern style.

Mr. Armani is more than a designer; he is an architect of identity. His relentless perfectionism and close attention to detail cemented his place as one of the leading luxury designers of all time. He taught the world that true elegance lies in simplicity, comfort, and self-assuredness. His philosophy established a timeless aesthetic—at once powerful, sensual, and dramatically simple—championing natural beauty and refined confidence.

This philosophy extended seamlessly into our beauty and fragrance brand. Under his discerning eye, Armani beauty and fragrance became synonymous with sophisticated authenticity and personal expression. From the iconic Luminous Silk Foundation to our evocative scents, every product bears the hallmark of his meticulous vision.

His legacy is not just history; it is a living inspiration that guides us daily. We are the custodians of his vision. It is our privilege to continue sharing his genius, courage, and the enduring beauty he brought to the world with every client we meet. His principles of elegance, quality, and timeless style remain the cornerstone of everything we do.



Giorgio Armani takes his final bow at an Armani runway in January.
(Image credit: Getty Images)



GIORGIO ARMANI

50th

Anniversary

On September 28, 2025, Giorgio Armani held their 50th-anniversary show at Milan's Pinacoteca di Brera museum, which also served as his memorial after his recent passing. The Spring/Summer 2026 collection celebration featured a mix of classic suits and flowing, timeless garments inspired by Milan and the island of Pantelleria, accompanied by a live piano performance. The event was attended by numerous celebrities and fashion figures that have touched the brand throughout Mr. Armani's amazing career and included a special exhibition of his work.

THE CELEBRATION OF A FASHION ICON



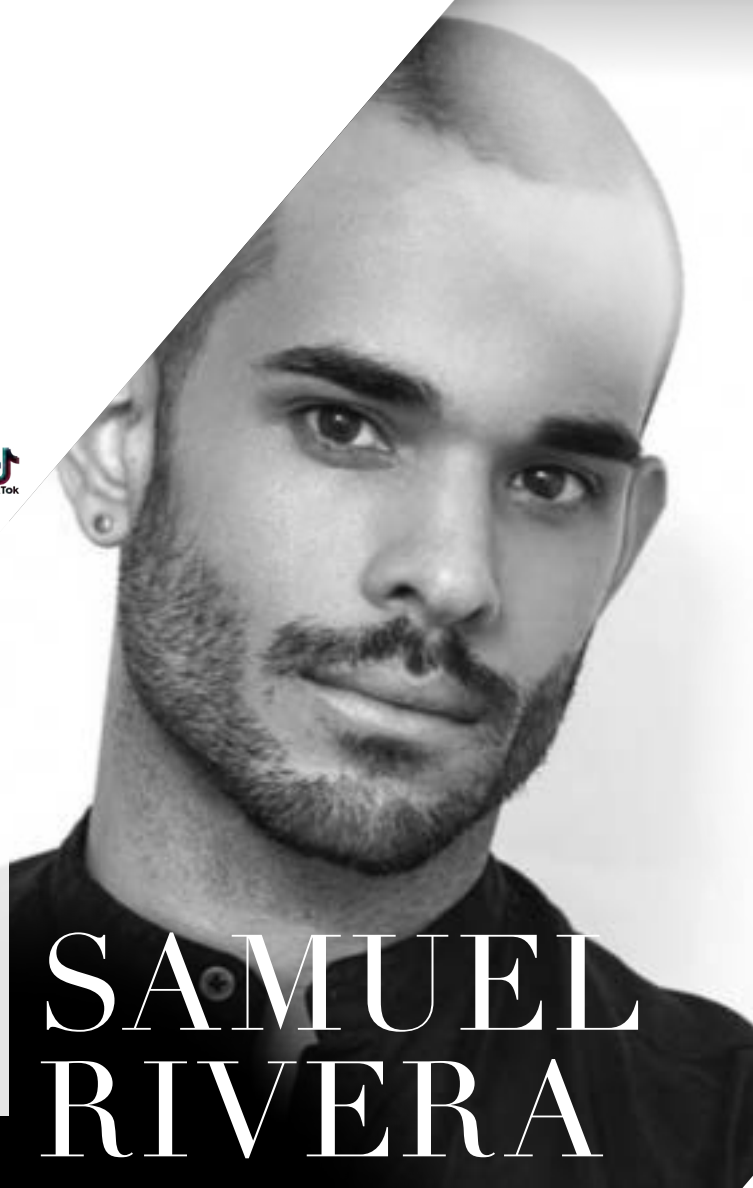


HIROMI UEDA

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.

Hiromi Ueda champions the 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.



National Face Designer | @samuelriveraartistry  

Professional makeup artist, fragrance specialist and skincare expert Samuel Rivera is Armani beauty's National Face Designer. Having worked in the beauty and fashion industry for more than 10 years, he sees makeup as an expression of art for all, each face as a canvas to be enhanced and elevated. He is known for creating memorable experiences for all his clients due to his approach to makeup that is simple, and attentive to detail. In his new role, Samuel will be leading in-store events, backstage, working with your favorite celebrities, and active on social media. Be sure to follow him to stay updated on his incredible work. He is honored and thrilled to share with all of you the beauty of Armani beauty.

Stay connected with Samuel and learn his take on Armani artistry by following him on Instagram & TikTok.

SAMUEL RIVERA

REGIONAL FACE DESIGNER TEAM

@irambeauty



IRAM QURESHI
SOUTH EAST

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
MIDWEST & NORTH EAST

FAVORITE PRODUCTS:
CONTOUR RESHAPING EYE SERUM &
LUMINOUS SILK HYDRATING PRIMER

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

@karisasbeauty



KARISA PRETO
WEST COAST

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
SOUTHWEST

FAVORITE PRODUCTS:
EYE TINT
& LUMINOUS SILK GLOW BLUSH

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

ONE Retail

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



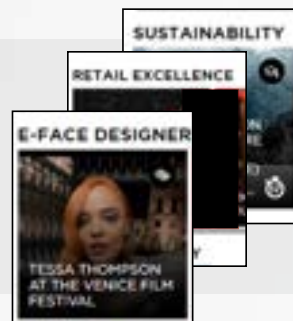
SCAN ME

TO REGISTER FOR ONE RETAIL

THE BRAND

KEEP UP-TO-DATE

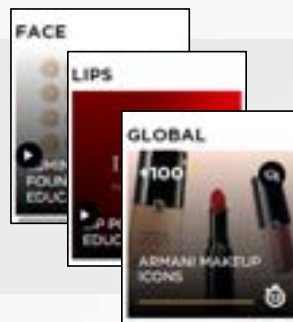
with the latest Armani fashion & faces. Learn more about our Vision for the Future & test your knowledge about the man behind the brand.



MAKEUP

COMPLETE E-LEARNING

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



FRAGRANCE

EDUCATION

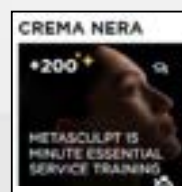
videos, one-pagers, and fun quizzes to keep you up-to-date on our iconic scents.



SKIN CARE

NEED REFRESHERS ON THE METASCLPT SERVICES?

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



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.

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. YOUR EXPERTISE IS KEY TO CULTIVATING STRONG LOYALTY, CONNECTING CLIENTS NOT JUST WITH YOU, BUT WITH ARMANI. YOU'RE PROVIDING THE EMPOWERING GIFT OF TEACHING THEM HOW TO MASTER THEIR MAKEUP, TAILORED BEAUTIFULLY TO THEIR LIFESTYLE. ALL THANKS TO YOUR SKILL AND ARTISTRY.



T - TOUCH

Touch is our first interaction with the client. Welcome them to Armani beauty and introduce yourself.

MIRROR THE CLIENTS BEHAVIOR
GIVE THEM INFORMATION ABOUT THE BRAND
ASK - HAVE YOU USED ARMANI BEAUTY BEFORE?

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.

HOW MUCH TIME DO YOU SPEND ON YOUR MAKEUP?
HOW OFTEN DO YOU WEAR MAKEUP?

I - INITIATE

Now that you know more information about your client, you can curate a look for them based on what they told you. Be a storyteller, share tips and tricks while teaching them how to do their makeup with the mirror up.

TELL THE CLIENT WHAT THE PRODUCT IS
WHY YOU CHOSE IT FOR THEM & HOW TO USE IT.

L - LINK

Linking and cross-selling are how you build the sale.

LINK SELLING:
 to recommend other Armani products in the SAME category
CROSS SELLING:
 to recommend other Armani products from DIFFERENT categories

O - OPPORTUNITY

Take the opportunity to close the sale. Give your recommendations on what they should take home. Create a face chart with step by step instructions so they can see the value of the product.

CLOSE WITH CONFIDENCE

R - RETAIN

Continue the relationship with your client. Ask them if you can stay in touch. If they say yes, get the best way to contact them. Put their information in your retailers data base.

Follow-up with them with the 2-2-2 plan (on page 115)

GIVE SAMPLES OF PRODUCTS THEY DIDNT PURCHASE
ASK IF THEY WOULD LIKE TO COME TO AN EVENT
MAKE SURE THEY HAVE THEIR FACE CHART WITH YOUR INFORMATION

UNIFORM & GROOMING

“Elegance is not about being noticed, it’s about being remembered”

Giorgio Armani

Our Face Designers are key representatives of the Armani brand. As such, a professional look and adherence to the designated uniform are essential. This uniform not only conveys the distinguished Armani brand image and identity but also reflects the professionalism of our Face Designers and embodies our core brand values of elegance, comfort, and simplicity.



ATTIRE

- Armani navy jacket & shirt provided by brand
Available in masculine or feminine cut
- Face designers should wear their own:
 - + Black trousers & black shoes
 - + Black pants: must be solid black-skirts may not be worn
 - + No branding or embellishments
- Shoes: must be solid black, polished
NO BRANDING OR EMBELLISHMENTS



JEWELRY

- Signature Armani pin should be worn at all times
- No branding
- Not distracting from the face
- Nothing that makes noise while you are doing makeup
- Earrings and rings should not be too big



HAIR DOS

- Hair must be clean, styled & neatly groomed
- Shoulder length or longer should be off the face
- You should not touch your hair during a consultation
- Facial hair must be neat and trimmed



HAIR DON'TS

- Dirty hair
- Extreme colors or gradient dyes
- Hair covering the face
- Unkempt or unstyled hair

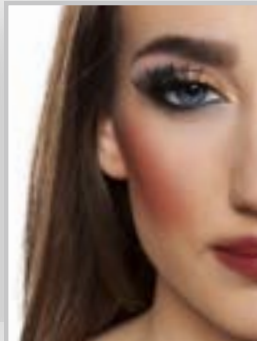
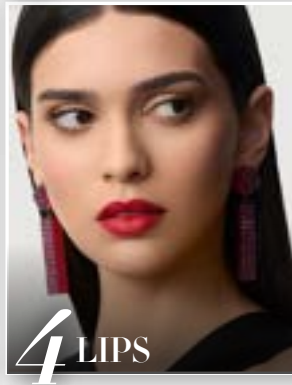
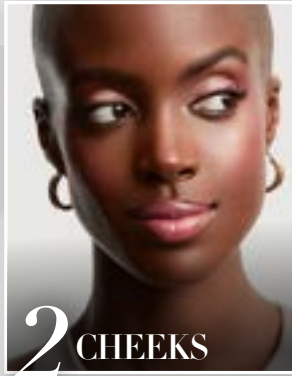


FRAGRANCE

- You should wear only an Armani fragrance or nothing at all
- Don't over apply the fragrance you are wearing

MAKEUP

As a representation of Armani, Armani makeup and fragrances should be worn while at work. Discontinued products should not be worn.



MAKEUP DOS

- Wear full makeup (foundation, eye shadow & lipstick).
- Wear products that are current and in stock
- Makeup should be applied before you arrive at the store and touched up during your breaks outside of the selling area.

1. COMPLEXION

Wear our signature Armani Glow. A look that enhances your every day natural radiance

2. CHEEKS

Capture light, shine in all dimensions with a touch of color. Always blended and enhances the cheek bone

3. EYES

Balance the intensity of eyes and lips. Eye makeup should be blended & sculpted.

4. LIPS

Lips should be defined and symmetrical

MAKEUP DON'TS

- No makeup
- Dirty or oily skin.
- Aggressive blush, contouring etc.
- No strong brow
- Strong eye/lip combination
- Fake eye lashes or extreme mascara

HANDS

Your hands are your primary work tool. Always take care of them and use hand cream. They should be cleansed each time you apply makeup.

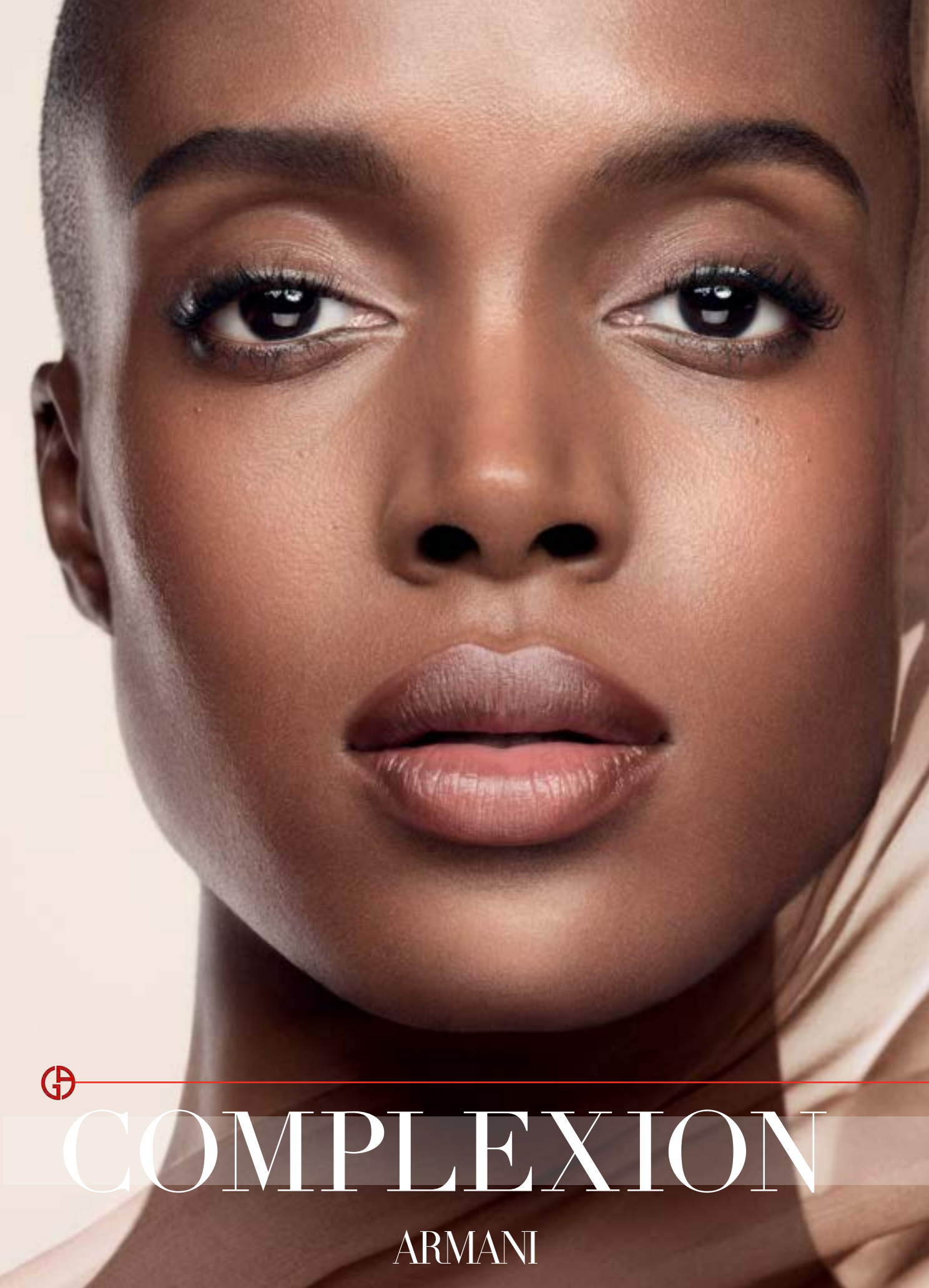


HAND DOS

- Cleanse your hands in front of your customers
- Your nails should be neat - manicured and have a natural, red or dark color.
- Nails should all be the same length
- Nails must not be bitten or too long (for hygienic reasons)
- Hands should be washed after going on any break (restroom or cigarette included).

HAND DON'TS

- Dirty or chipped nails
- No polish
- Excessively long nails
- Nail art or textural effects
- Garish or multiple colors



COMPLEXION

ARMANI

LUMINOUS SILK
BIRTH

OF
AN



ICON

INSPIRED BY THE REFINEMENT OF HAUTE-COUTURE FABRICS.
ORIGINALLY CREATED FOR THE RUNWAY

LUMINOUS SKILK

WHY IT'S ICONIC



TEXTURE

WEIGHTLESS,
SILKY TEXTURE.

COVERAGE

BUILDABLE COVERAGE

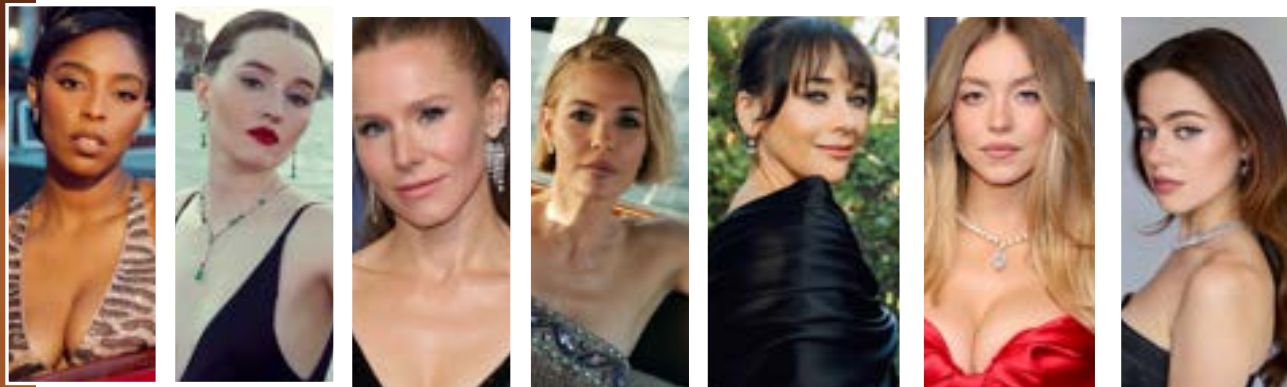
FINISH

NATURAL GLOW, SKIN-LIKE
FINISH THAT ENHANCES
WITHOUT MASKING

VERSATILITY

RUNWAY, RED CARPET
OR EVERYDAY BEAUTY ROUTINES.
EVERY SKIN TONE
& LIFESTYLE

CHERISHED BY CELEBRITIES



CELEBRITIES

Jessica Williams, Kaitlyn Decker, Kristen Bell, Leslie Bibb, Rashida Jones, Sydney Sweeney, Molly Gordon

CROWNED BY THE MEDIA

MEDIA HIGHLIGHTS



ALLURE.COM

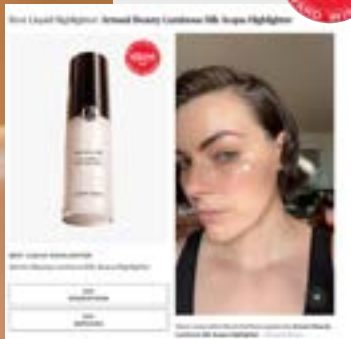
Sept 2025

'BEST LIGHT-COVERAGE CONCEALER'

Luminous Silk Concealer

'BEST LIQUID HIGHLIGHTER' IN

Luminous Silk Acqua Highlighter



OPRAHDAILY.COM

Aug 2025

'BEST LIQUID BLUSH' IN "2025 OPRAH BEAUTY O-WARDS"

Luminous Silk Cheek Tint Shine a

COSMOPOLITAN.COM

May 2025

'BEST LIQUID HIGHLIGHTER' IN "COSMOPOLITAN'S 2025 HOLY GRAIL AWARDS: THE BEST MAKEUP PRODUCTS"

Luminous Silk Acqua Highlighter

INSTYLE.COM

May 2025

BEST CONCEALER

"BEST BEAUTY BUY AWARDS"

Luminous Silk Concealer

WHOWHATWEAR.COM

May 2025

BEST CONCEALER

"100 BEAUTY AWARDS"

Luminous Silk Concealer

NYLON.COM

May 2025

'NYLON BEAUTY HIT LIST AWARDS'

Luminous Silk Cheek Tint

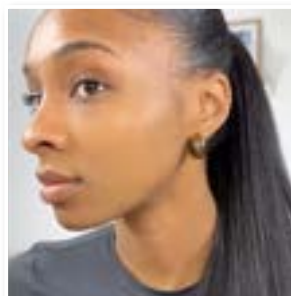
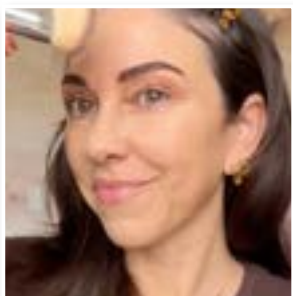
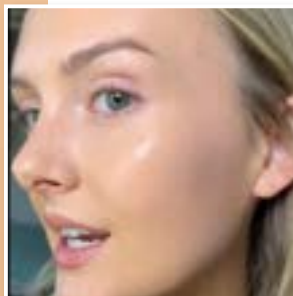
ELLE.COM

June 2025

FIRST CLASS BEAUTY AWARDS'

Luminous Silk Creamy Bronzing Powder

NOW THE REVIEWS ARE IN
ON THE UPDATED FORMULA
INFLUENCERS ARE RAVING



LUMINOUS SILK

THE ICONIC, NATURAL GLOW,
NOW BETTER THAN EVER

WHAT'S THE SAME



ICONIC GLOW
NATURAL & BLURRING



SILKY SIGNATURE
UNIQUE COUTURE
LOOK AND FEEL



**BEST-SELLING
SHADES**
26 SHADES UNCHANGED
WITH SAME NUMBERING

WHAT IS NEW



**LIQUID
SILK**



**SKINCARE
INGREDIENTS**



PIGMENTS



**IMPROVED
SHADE RANGE**



PACKAGING

SAY: "Let me show you Luminous Silk Foundation;
- It is inspired by charmeuse silk; therefore,
the feeling is light weight and comfortable to wear all day.
- It gives a natural, luxurious glow,
medium coverage with 24hr wear.
- It has niacinamide and glycerin
to help strengthen and hydrate the skin.

May I help find your perfect match?"

LUMINOUS SILK **NEW ENHANCEMENTS**



LIQUID SILK TECHNOLOGY

A NEW CHAPTER IN GLOW

The new Liquid Silk Technology replaces Micro Fil Technology, a name that directly echoes couture, perfectly resonating with our clients. New liquid Silk Technology combines innovative oils and advanced ingredients to achieve a foundation that is lightweight, luminous, and long-wearing, delivering a flawless, silky complexion that lasts all day.



ENRICHED WITH SKINCARE

STRENGTHENING & PERFECTING SKIN

NIACINAMIDE - A powerhouse ingredient, strengthens and perfects skin, evens tone, refines texture, and provides antioxidant and anti-aging benefits.

GLYCERIN - Provides sustained moisturization, supporting 24-hour hydration ensuring smooth application and comfortable radiant wear.

NON-COMEDOGENIC - safe for all skin types
- including acne prone



ADVANCED PIGMENT PRECISION

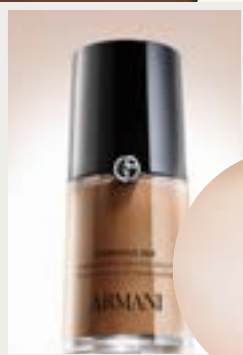
WITH NEW BLUE AND GREEN PIGMENTS

Newly formulated with 2 additional pigments for better shade match:

BLUE- provides depth and richness to deep shades, preventing ashiness and ensuring a natural, vibrant finish.

GREEN- balances warmth, reduces dull or yellow tones, and adds luminosity for olive undertones.

44 SHADES - 26 UNCHANGED + 18 NEW



TRANSLUCENT GLASS

IMPACTING & LUXURIOUS

Now a clear glass bottle to showcase the luminous formula with a bold Armani to bring brand impact in a luxurious look.

LUMINOUS SILK FOUNDATION



COMPLEXION | 30ML - \$69 | 18ML** \$48

A SILKY, WEIGHTLESS FORMULA THAT DELIVERS A NATURAL GLOW.

BENEFITS

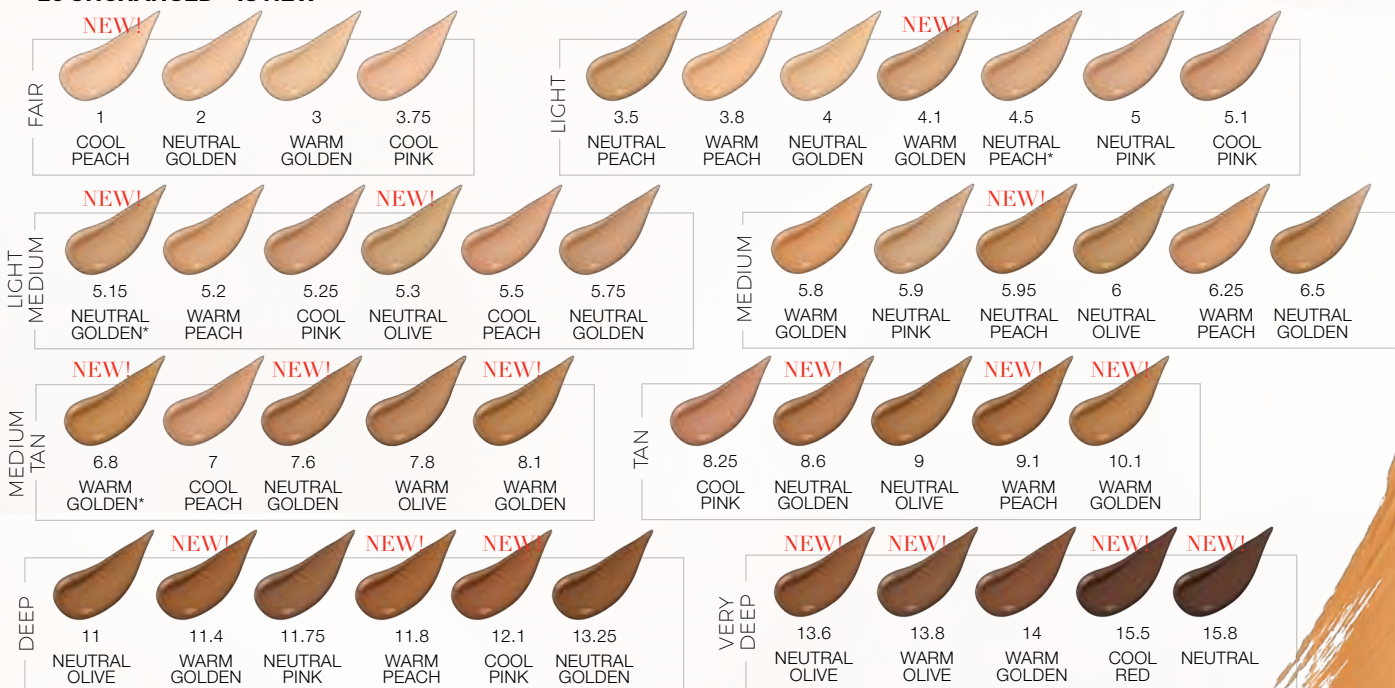
- INSTANTLY, BLURS, SMOOTHS & COVERS
- UP TO 24HR GLOW, WEAR AND HYDRATION
- 44 TRUE-TO-SKIN SHADES
- NATURAL FINISH
- MEDIUM BUILDABLE COVERAGE
- LIGHTWEIGHT
- NONCOMEDOGENIC - SAFE FOR ALL SKIN TYPES INCLUDING ACNE PRONE

FEATURES

- **LIQUID SILK TECHNOLOGY** - PATENTED FOR LUMINOUS SILK, ALLOWS FOR SEAMLESS BLENDABILITY WEIGHTLESS FEEL AND BLURRED SKIN EFFECT
- **NIACINAMIDE** - STRENGTHENS AND PERFECTS SKIN, EVENS SKIN TONE, REFINES TEXTURE AND PROVIDES ANTIOXIDANT AND ANTI-AGING BENEFITS
- **GLYCERIN** - PROVIDES 24HR HYDRATION ENSURING SMOOTH APPLICATION AND COMFORTABLE WEAR

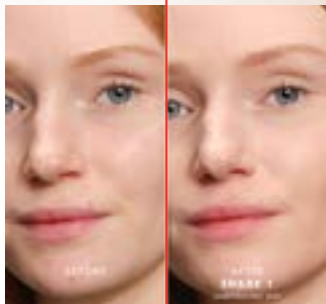
44 SHADES - FLATTERS EVERY SKIN TONE AND UNDERTONE

26 UNCHANGED + 18 NEW



* MORE INTENSE UNDERTONE **IN SELECT STORES ONLY

LUMINOUS SILK WEARABLES



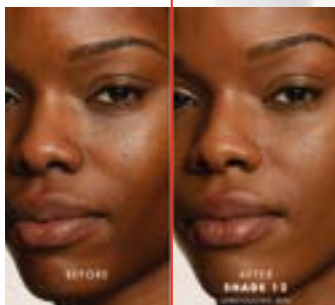
LUMINOUS SILK SHADE 1.



LUMINOUS SILK SHADE 5.15



LUMINOUS SILK SHADE 8.6



LUMINOUS SILK SHADE 12.1



LUMINOUS SILK SHADE 15.8

LUMINOUS SILK ORIGINAL VS ENHANCED

BUILDABLE MEDIUM

NATURAL GLOW

24HR

MICRO-FIL

GLYCERIN

4 PIGMENTS

40

FROSTED BOTTLE
GIORGIO ARMANI BRANDING

COVERAGE

—

FINISH

—

WEAR

—

TECHNOLOGY

—

VS

—

SKINCARE

—

PIGMENTS

—

SHADES

—

PACK

BUILDABLE MEDIUM

NATURAL GLOW

24H

LIQUID SILK

NIACINAMIDE &
GLYCERIN

6 PIGMENTS

44 (26 ORIGINAL 18 NEW)

CLEAR SHINY BOTTLE
NEW ARMANI BRANDING



SKIN TINT

LONGWEAR & CARE

COMPLEXION | 30ML - \$49

WHAT IT IS:

A skin tint, formulated with skincare ingredients, that provides 24-hour wear while instantly plumping, smoothing, and illuminating your complexion. Its lightweight, serum texture delivers light coverage and a golden-hour finish

BENEFITS:

- LIGHT COVERAGE
- RADIANT FINISH
- LONGWEARING
- HYDRATING
- NONCOMEDOGENIC

FEATURES:

- Vitamin C targets dullness, brightens & illuminates complexion
- Hyaluronic Acid provides lasting hydration, plumps & smooths
- 3 Exclusive pearls for the perfect glow

HOW TO USE:

- To even-out the complexion with light coverage, apply 1-2 pumps of Skin Tint and blend in with fingers
- To build coverage, apply in even layers with a foundation brush
- For more targeted coverage on blemishes or dark spots, use Luminous Silk Concealer over the Skin Tint



FAIR



LIGHT



MEDIUM



TAN



DARK



FAIR

F1 - F2 - F3



LIGHT

L1 - L2 - L3 - L4



MEDIUM

M1 - M2 - M3 - M4

WITH 3 EXCLUSIVE PEARLS



Infused with holographic pearl to give a diffused light reflection



FOR ALL SKINTONES



Infused with silver pearl to give luminosity



FOR LIGHT & MED SKINTONES



Infused with warm pearl that gives a reflective glow



FOR MED & DARK SKINTONES



NATURAL
LIGHTWEIGHT
MEDIUM BUILDABLE

LIQUID SILK FOR SEAMLESS BLEND

CHARMUESE SILK

44 SHADES

VS

FINISH
TEXTURE
COVERAGE

TECHNOLOGY

INSPIRATION

SHADES

RADIANT
SERUM
SHEER TO LIGHT

MAGIC HOUR PEARLS FOR SKIN DEPTH PERFECT GLOW

ORGANZA

20 FLEXIBLE SHADES



MEDIUM TO TAN

M5 - T1 - T2 - T3



TAN TO DEEP

T4 - D1 - D2 - D3 - D4



LUMINOUS SILK ILLUMINATING PRIMER

COMPLEXION | **SRP \$48**

A HYDRATING GEL PRIMER THAT DELIVERS ALL DAY GLOW,
GRIP AND SKINCARE BENEFITS

FEATURES

- HYALURONIC ACID: INSTANTLY PLUMPS AND MOISTURIZES, DELIVERS 24HR HYDRATION
- LHA: GENTLY EXFOLIATES AND BRIGHTENS SKIN OVERTIME WITH DAILY-USE
- HOLOGRAPHIC PEARLS: REVIVES DULL SKIN AND ENHANCES NATURAL RADIANCE

BENEFITS

- PLUMPS AND HYDRATES THE SKIN
- RADIANT FINISH
- LONGWEARING
- OIL FREE



ARMANI

LUMINOUS SILK
ILLUMINATING PRIMER

glow extending face base
base éclat longue tenue

RECOMMEND
LUMINOUS SILK
ILLUMINATING PRIMER
WHEN YOUR CLIENTS SAYS:

1. Their makeup wears off
2. They need a boost of hydration
3. They want more of a glow

ARTISTRY TIP

WEAR ALONE FOR A GLOWY
NATURAL, RADIANT LOOK.

WEAR ONLY ON THE HIGH POINTS OF
THE FACE TO CREATE MORE DIMENSION



NEW SHADES!

LUMINOUS SILK

HYDRATING AND BRIGHTENING CONCEALER

COMPLEXION | SRP \$42

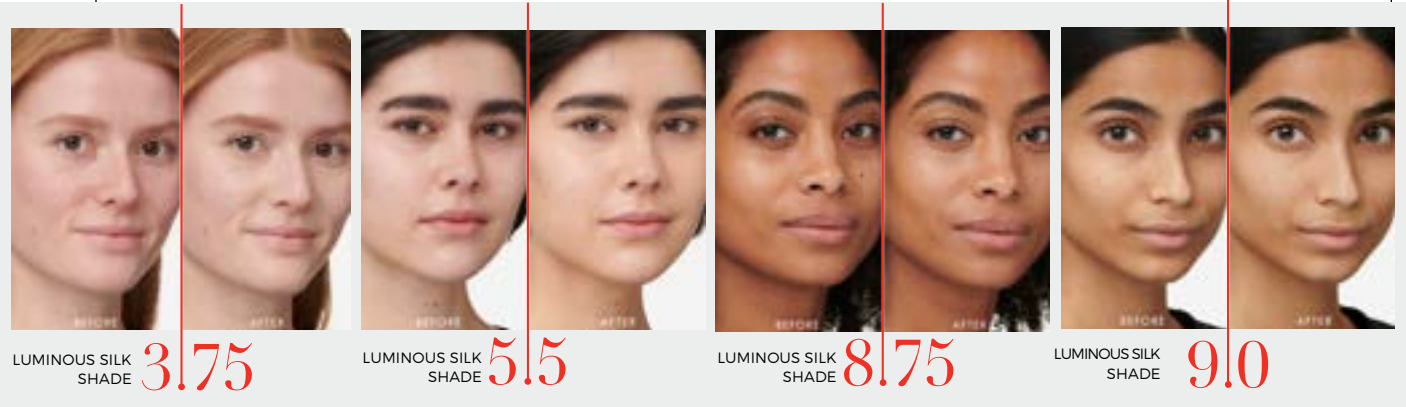
A MULTI-PURPOSE WEIGHTLESS CONCEALER THAT VISIBLY BRIGHTENS AND BLURS IMPERFECTIONS WHILE DELIVERING 24HRS OF SMOOTHING HYDRATION

BENEFITS

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

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



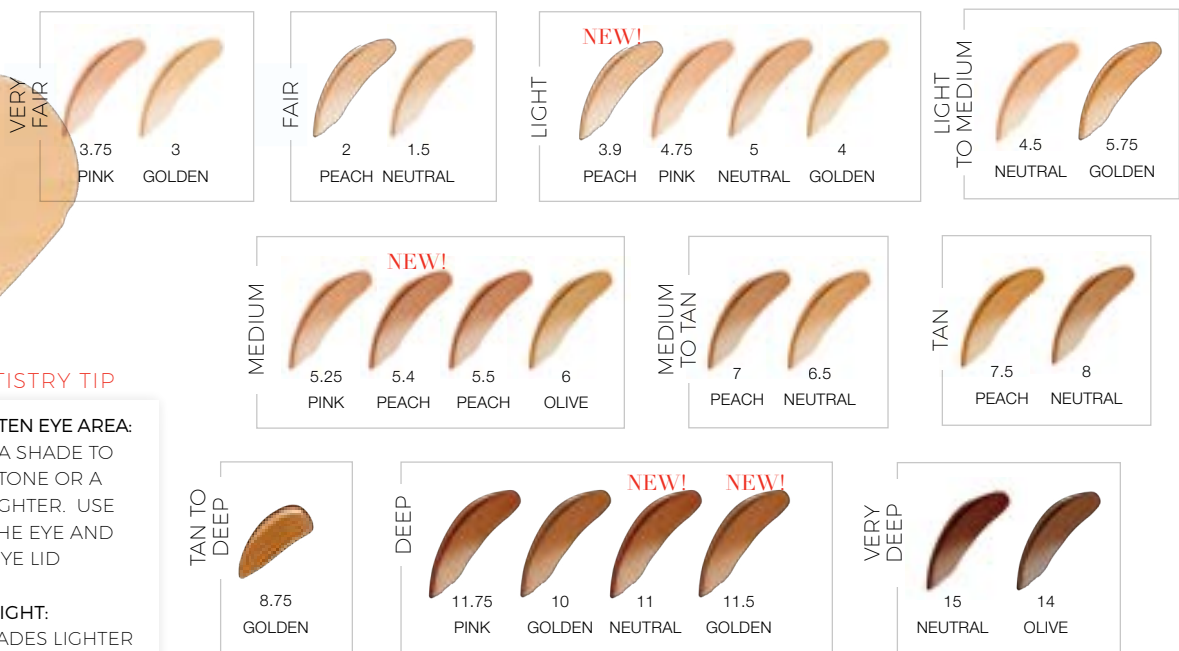
LUMINOUS SILK SHADE **3.75**

LUMINOUS SILK SHADE **5.5**

LUMINOUS SILK SHADE **8.75**

LUMINOUS SILK SHADE **9.0**

26 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

A SCULPT

ARMANI'S signature sculpting technique

A-Sculpt is Armani beauty's technique that help accentuate the features of the face. Contouring and highlighting are playing with light and shadow on your face to enhance your natural features.

HIGHLIGHTING:

Highlighting brings light to specific areas, making them stand out and appear lifted. You can highlight with many different types of products like Fluid Sheer & Acqua Highlighter, but concealer is the most universally flattering to all skin types and textures.

Areas to highlight are:

- tops of the cheekbones
- bridge of the nose
- under the brow
- inner corner of the eye
- cupid's bow

CONTOURING:

Contouring creates shadows that sculpt and define your features. Pick a shade that is two to three shades darker than the skin tone.

Areas to contour are:

- hollow of the cheek
- hair line and jawline

Using an **A SHAPE** will project the light in the direction you want



Makeup by Beck Morgan

TAKE ACTION! Our goal is to SELL A CONCEALER with every 3 bottles of Luminous Silk Foundation

NEW SHADE!

LUMINOUS SILK

CHEEK TINT SHINE

COMPLEXION | SRP \$40

A NATURAL FLUSH OF COLOR WITH SHINE

BENEFITS

- EFFORTLESS BLEND
- 12HR WEAR WITH SHINE
- RADIANT FINISH

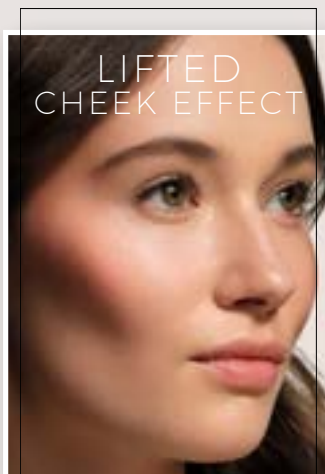
FEATURES

- SKIN-FUSING TECHNOLOGY FOR SEAMLESS BLENDABILITY
- BUILDABLE PIGMENT FOR SUBTLE TINT OR RICH, RADIANT COLOR
- PEARL INFUSED SHADES THAT MELT INTO THE SKIN FOR A MULTI-DIMENSIONAL GLOW



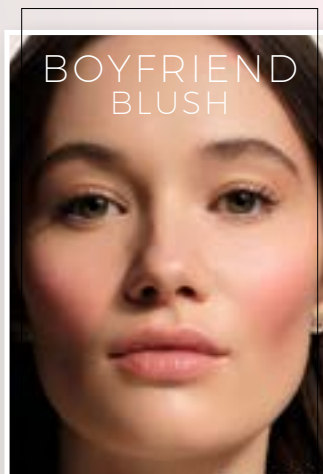
5 SHADES

NEW!



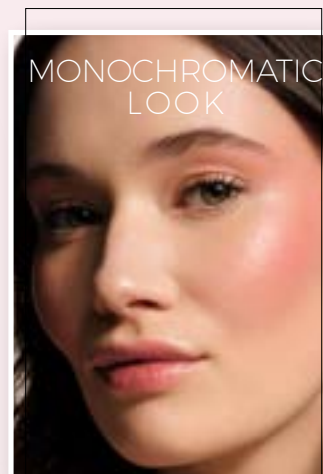
LIFTED
CHEEK EFFECT

Apply two dots on the high cheekbones, blend towards the temples.



BOYFRIEND
BLUSH

Dab blush on apples of cheeks, blend slightly outwards, stay low.



MONOCHROMATIC
LOOK

Apply two dots on cheeks, one on brow bone and a touch more to lips. Blend with a brush.



NEW SHADES!

LUMINOUS SILK CHEEK TINT



COMPLEXION | **SRP \$40**

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

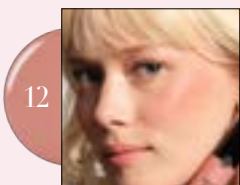
BENEFITS

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

FEATURES

- 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

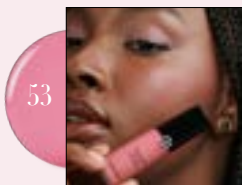
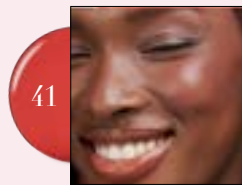
10 SHADES



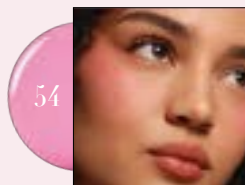
NEW!



NEW!



NEW!



NEW!



LUMINOUS SILK GLOW BLUSH



COMPLEXION | **SRP \$40**

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





BLUSH

GEOGRAPHY



Luminous Silk Glow Blush
SILKY GLOW



Luminous Silk Check Tint
SATIN



Luminous Silk Check Tint Shine
PEARLY GLOW

COVERAGE	SILK FEEL	SECOND-SKIN, EVEN & BUILDABLE	SECOND-SKIN, EVEN & BUILDABLE
FINISH	SOFT-FOCUS HEALTHY FLUSH	NATURAL FLUSH	PEARLY GLOW
SENSORIALITY	SILKY POWDER	SKIN-FUSING LIQUID BLUSH	PEARLY SKIN-FUSING LIQUID BLUSH
WEAR	ALL-DAY WEAR	12-HOUR WEAR	12-HOUR WEAR
TECHNOLOGY	SPHERICAL LIGHT-REFLECTING PIGMENTS	SKIN-FUSING 'WATERCOLOR' TECHNOLOGY	SKIN-FUSING TECHNOLOGY WITH MICRO PEARLS
SHADES	8	6	4
VERSATILITY	CHEEKS & EYES	CHEEKS & LIPS	CHEEKS & LIPS
PAYOFF	BUILDABLE FROM MED TO HIGH	BUILDABLE FROM NATURAL TO INTENSE	BUILDABLE FROM NATURAL TO INTENSE

SRP \$40.00

SRP \$40.00

SRP \$40.00

ACQUA HIGHLIGHTER 3D GLOW

COMPLEXION | **SRP \$39**

A SKINCARE-BASED LIQUID HIGHLIGHTER THAT INSTANTLY MELTS INTO SKIN & DELIVERS A MULTIDIMENSIONAL & HYDRATING GLOW THAT LASTS UP TO 24 HOURS

BENEFITS

- MULTI-DIMENSIONAL GLOW
- LAYERABLE
- HYDRATES
- BRIGHTENS

FEATURES

- SKINCARE BASED FORMULA - 3% NIACINAMIDE + CAFFEINE + GLYCERIN
- 24HR GLOW & HYDRATION - WATER BASED TEXTURE GIVES A SENSORIAL COOLING SENSATION ON THE SKIN
- LIGHT-REFLECTIVE MICRO PEARLS - ULTRA-FINE PEARLS GIVE A MAXIMUM, MULTI-DIMENSIONAL GLOW



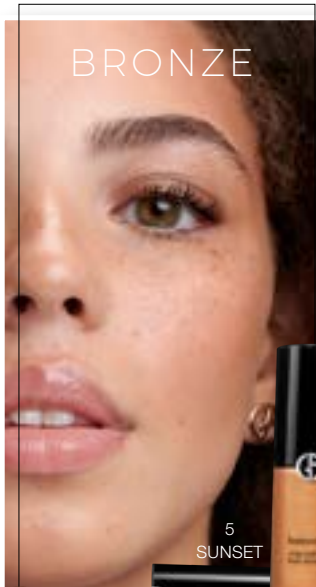
1 HALO 2 STELLAR 3 DAWN 4 SUNRISE 5 SUNSET



HIGHLIGHT

1 HALO

Apply one or two dots on the high points of the face to catch the light.



BRONZE

5 SUNSET

Dab and blend the highlighter on areas where the sun naturally hits the face, such as the top of cheekbones, bridge of the nose, forehead, and chin.



DEWY/WET
WITH EYETINT

3 DAWN

Apply one or two layers on top of the eye tint using a brush or with fingertips.



FLUID SHEER

MULTI-PURPOSE GLOW ENHANCER TO HIGHLIGHT

COMPLEXION | **SRP \$43**



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

- FEATURES SAME TECHNOLOGY AS LUMINOUS SILK FOUNDATION

6 SHADES



HIGHLIGHTERS

GEOGRAPHY



Fluid Sheer
SATIN

18ML PUMP BOTTLE
MULTI-PURPOSE PRODUCT
PRIMER, HIGHLIGHTER, BLUSH & BRONZER
EASY TO APPLY ALL OVER GLOW
MIX WITH SKINCARE & LUMINOUS
SILK FOUNDATION
6 SHADES

SRP \$43.00



Luminous Silk Acqua Highlighter
PEARLY GLOW

12ML DIP-IN BOTTLE
HIGHLIGHTER LIGHT-SCULPTING TARGETED GLOW
FACE, EYES, TARGETED AREAS
SPOTLIGHT & PRECISE HIGHLIGHTER
TREND - ADAPTABLE & PLAYFUL PAYOFF
5 SHADES

SRP \$39.00



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 **SABRINA CARPENTER** UNDER EYE BLUSH

CHEEK TINT 53, OR GLOW BLUSH 53

Use a blush like Cheek Tint 53 or Glow Blush 53 to create a bright, lifting effect.

Placement extends from under the eye to the temples, high above the cheeks. Softly blend out the edges to create an ethereal look.





Makeup by Beck Morgan

NATURALLY
DEFINED

CHEEK TINT 65



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.



Makeup by Shayna E. Shapiro

DELICATELY
DIFFUSED

CHEEK TINT 53
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.



Makeup by Beck Morgan

COUTURE
CONTOUR

LS BLUSH 40
CHEEK TINT 62
FLUID SHEER 10



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.



ARMANI

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



LUMINOUS SILK SUNLIT CREAMY BRONZING POWDER



COMPLEXION | SRP \$59

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
- INFUSED WITH CARING OILS FOR CREAMY TEXTURE AND SEAMLESS BLENDABILITY

4 SHADES



90



100



110



120

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

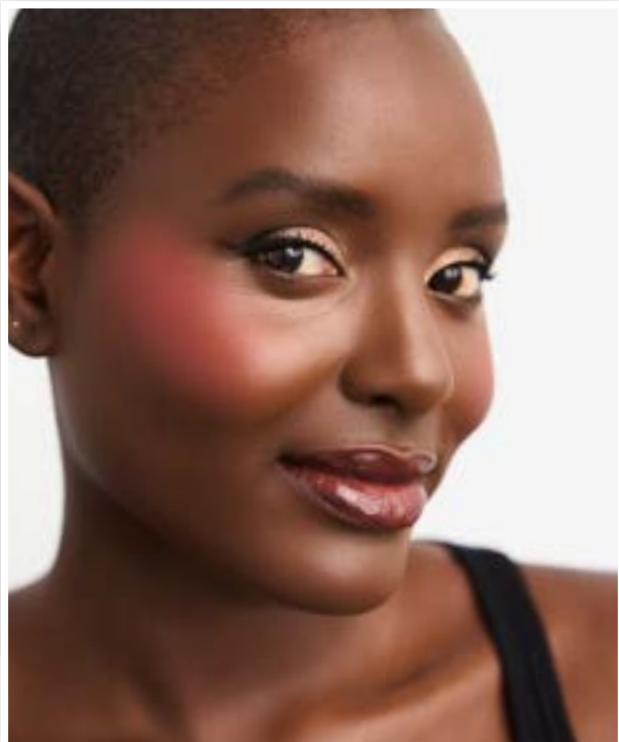
THE 5 MINUTE

HEALTHY GLOW

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



BLUSHED GLOW

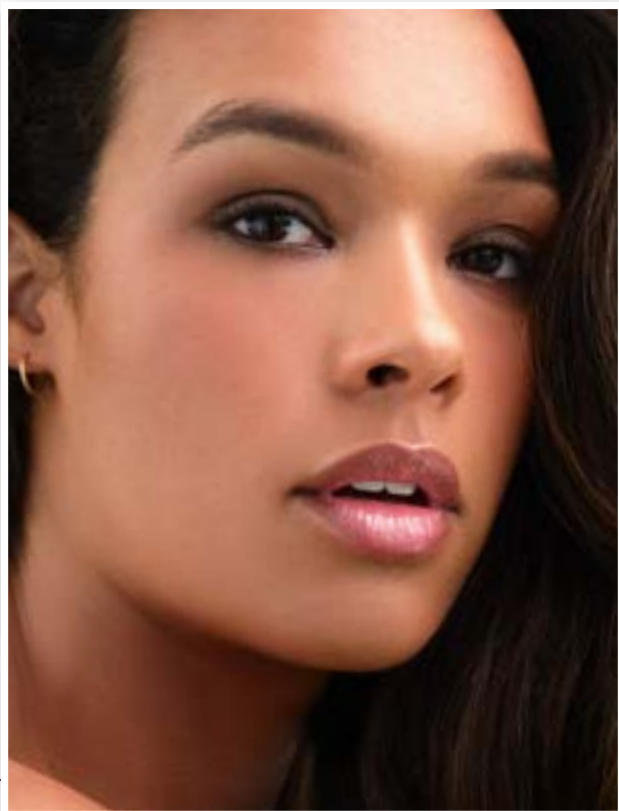


Makeup by Beck Morgan

- LUMINOUS SILK PRIMER ●
- LUMINOUS SILK FOUNDATION ●
- LUMINOUS SILK CONCEALER ●
- LUMINOUS SILK POWDER ●
- LUMINOUS SILK GLOW BLUSH #60 ●
- LUMINOUS SILK CHEEK TINT #65 ●



BRONZED GLOW



Makeup by Karisa Preto

- LUMINOUS SILK PRIMER ●
- LUMINOUS SILK FOUNDATION ●
- LUMINOUS SILK CONCEALER ●
- FLUID SHEER #10 ●
- LUMINOUS SILK SUNLIT CREAMY ●
- BRONZING POWDER 100 ●





GEYES



EYE TINT



EYES | **SRP \$39**

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



26 SHADES



8S ROSE** 10S CHESTNUT 11S BRONZE 12S SHELL 27S SUNSET** 32S FROST** 67S SPARKLE

SHIMMER



1S SILVER COPPER*** 2S GOLD** 9S GOLD 26S COPPER*** 44S BLUSH 45S DESERT 50S PETROL*** 56S MAHOGANY 68S TOBACCO 69S AUBURN

CHROME VIVID SHIMMER



18M BEIGE 20M CAMEL** 22M CASHEW 25M SANDALWOOD 30M CEDAR 36M WOOD 70M SAKURA 90M OLIVE 99M EBONY

MATTE

*SELECT RETAILERS **LIMITED DISTRIBUTION

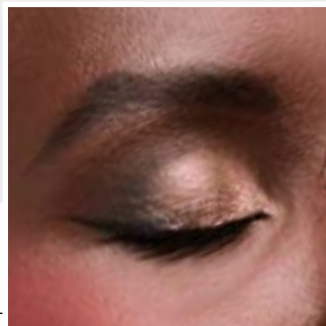
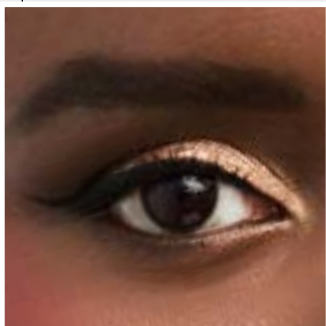
GIORGIO ARMANI

EYE TINT LOOKS



NATURALLY DEFINED

1. PREPARE EYES WITH LUMINOUS SILK CONCEALER IN THEIR SHADE.
2. CONTOUR THE CREASE OF THE EYE WITH A MATTE SHADOW DEEPER THAN THEIR SKIN SUCH AS EYE TINT 36M.
3. APPLY A LIGHTER SHADE IN ANY TEXTURE TO THE EYELID SUCH AS EYE TINT 11.
4. LINE THE EYES BOLDY IN A SHAPE THAT FLATTERS THEIR EYE SHAPE IN A DEEP SHADE SUCH AS 99M.
5. COMPLETE WITH MASCARA.



11S BRONZE

36M WOOD

99M EBONY

All makeup looks by Beck Morgan



SOFT & SMOKY

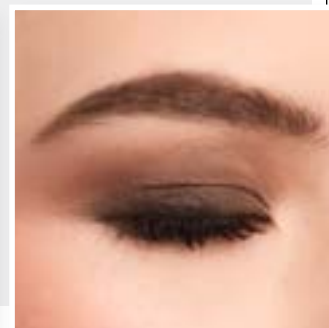
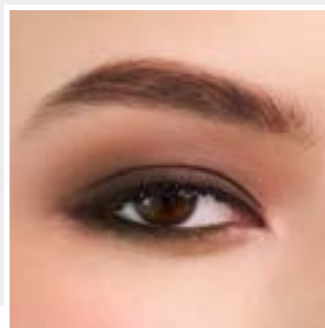
1. PREPARE EYES WITH LUMINOUS SILK CONCEALER IN THEIR SHADE.
2. FRAME EYE IN THE CREASE WITH A MEDIUM MATTE SHADE LIKE EYE TINT 30M.
3. APPLY A DEEP SHADE SUCH AS 36M TO THE UPPER AND LOWER LASHLINE, BUFFING TO MEET THE CREASE OF THE EYE.
4. APPLY EYE TINT 10 TO THE OUTER EDGES AND ACROSS THE LID TO BLUR THE EDGES. COMPLETE THE LOOK WITH MASCARA.



10S CHESTNUT

36M WOOD

30M CEDAR



BOLDLY BLENDED

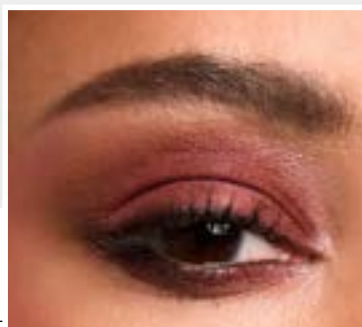
1. PREPARE EYES WITH LUMINOUS SILK CONCEALER IN THEIR SHADE. FRAME EYE IN THE CREASE WITH A MEDIUM MATTE SHADE LIKE EYE TINT 22M.
2. APPLY A COLORFUL SHADE ACROSS THE EYELID LIKE EYE TINT 56S AND BLEND INTO THE CREASE SHADE.
3. REPEAT THE PROCESS ON THE LOWER LASHLINE AND CONNECT.
4. APPLY 12S SHELL EYE TINT TO THE BROWBONE AND INNER CORNER OF EYE.
5. COMPLETE THE LOOK WITH MASCARA.



56S WOOD

22M CASHEW

12S SHELL





VERTIGO LIFT

MASCARA | LENGTH LIFT LIMITLESS

A LENGTHENING MASCARA FOR +70% VISIBLY LONGER LASHES WITH LIFTED, CURLLED AND SCULPTED DEFINITION. TRANSFORM YOUR LASHES FROM NATURAL FANNED-OUT VOLUME TO MORE LENGTHENED DRAMATIC LASH LOOKS

FORMULA: ENRICHED WITH SILK LASH-WRAPPING COMPLEX WITH ARGININ AMINO ACID FOR SUPPLE, WEIGHTLESS AND FLEXIBLE LASHES.

BENEFITS

- +70% VISIBLY LONGER LASHES
- SCULPTED DEFINITION
- NO CLUMPS
- LIMITLESS BUILDABILITY
- LONG-LASTING
- SMUDGE PROOF WEAR

FEATURES

- SILK LASH-WRAPPING COMPLEX HAS ARGININ AMINO ACID FOR SUPPLE, WEIGHTLESS AND FLEXIBLE LASHES.
- INFINITE LOOP BRUSH - GRIPS, COATS AND SEPARATES EACH LASH FOR EXTREME LENGTH AND CLUMP-FREE VOLUME
- BOLD RICH FORMULA, SCULPTED VOLUME AND LONG-LASTING SMUDGE-PROOF WEAR

GO CLUMP FREE

APPLY IN ZIG ZAG MOTIONS TO SPREAD LASHES AND PREVENT ANY BUILD-UP.



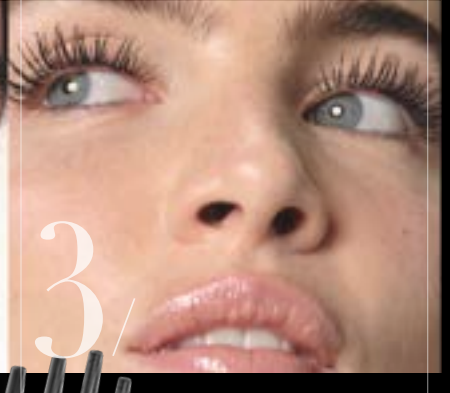
GET THE NATURAL LOOK

GENTLY APPLY FEW STROKES FOR A CLEAN YOUR-LASHES-BUT-BETTER EFFECT.



MAKE A DRAMA STATEMENT

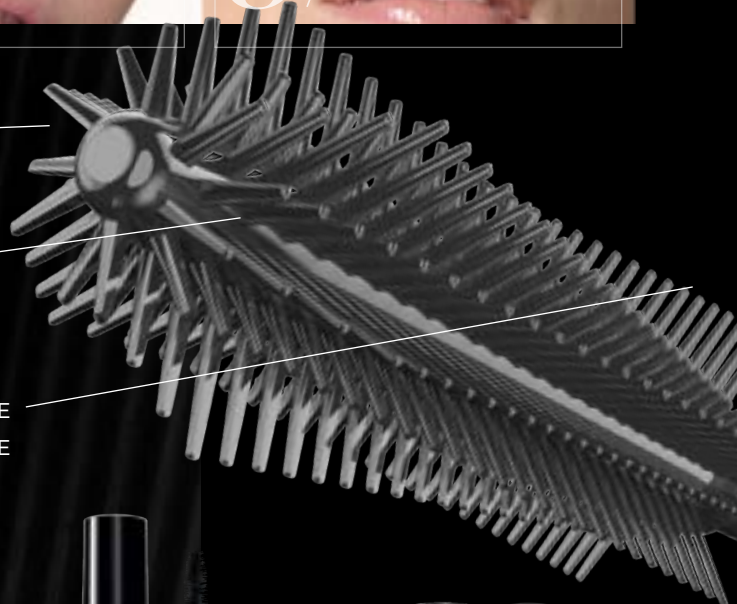
GET GRITTY, INTENSE LENGTH. APPLY MULTIPLE LAYERS RIGHT AFTER EACH LAYER TO CREATE A DRAMATIC EFFECT.



ROOT-TO-TIP 360° GRIP TO STRETCH AND LIFT LASHES INFINITELY

MICRO BRISTLES FOR PRECISION SEPARATION & TO REACH ALL LASHES

MAXI BRISTLE AT BASE FOR CLEANEST CLUMP FREE VOLUME



Vertigo Lift Mascara
LENGTH



Eyes to Kill Classico
LENGTH & VOLUME



Eyes to Kill Wet
LENGTH & VOLUME



Eyes to Kill Classico Midi
Vertigo Lash Lift Midi
SOLD SEPERATELY
limited distribution

CLUMP-FREE
DRAMATIC DEFINITION
VISIBLY LONGER LASHES
LONG-LASTING

INFINITY-LOOP BRUSH
WITH MICRO BRISTLES

SRP \$32.00

MULTI-BENEFIT
DEFINITION
FLEXIBLE
LASHES

OVERSIZED
PATENTED BRUSH

SRP \$35.00

MULTI-BENEFIT
DEFINITION
24H
WATERPROOF

OVERSIZED
PATENTED BRUSH

SRP \$35.00

SAME FORMULAS
AS THEIR FULL-SIZED
COUNTERPARTS, BUT
IN A CONVENIENT
TRAVEL-SIZED TUBE.

ETKC MIDI VERTIGO MIDI
SRP \$18.00 SRP \$16.00

PRISMA FLASH

flash of light - flash of color - flash of care

LIPS | SRP \$38



01
Rose
Flash

11
Rosewood
Flash

12
Maple
Flash

30
Mirror
Flash

31
Lilac
Flash

32
Sugar
Flash

34
Bloom
Flash

35
Peony
Flash

MAIN FEATURES

- Flash shimmer effect
- Shimmer payoff
- Flash activated pearls
- High impact color pay off
- 24H hydration · Glossy shine

KEYWORDS

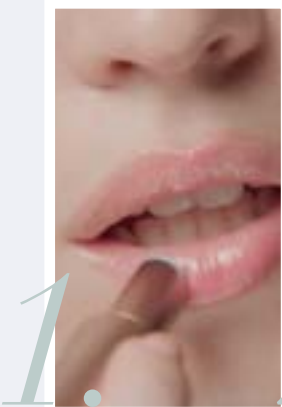
SHADE: 8 SHADES FOR ALL SKINTONES

SKINCARE ACTIVES: 85% skincare based formula for 24h hydration.

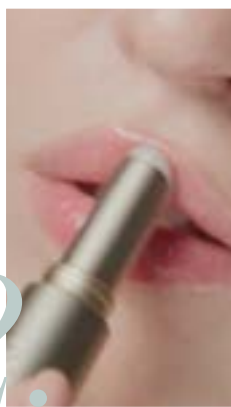
FLASH OF COLOR: Flash activated nano pearls to have extra shimmer result.



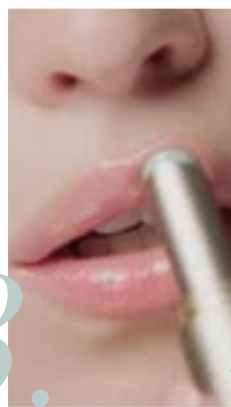
APPLICATION



1. APPLY AT THE CENTER OF THE BOTTOM LIP & SPREAD THE GLOSS OUTWARD TOWARD THE EDGES



2. TRACE THE CUPID'S BOW AND GENTLY GLIDE DOWN TOWARDS THE CORNERS



3. APPLY SEVERAL COATS TO HAVE BUILDABLE SHINE & COLOR PAY OFF



4. APPLY A CONCEALER TO MAINTAIN A CLEAN EDGE AROUND THE LIPS



PACKAGING

DOUBLE ELLIPSE & SLANTED CAP

ALUMINUM PACK WITH WHITE GOLD DETAILS

EMBOSSSED SIGNATURE

SCENT

OSMANTHUS

Inviting floral scent

FIG

Subtle sweet gourmand

FORMULA

SQUALANE

Moisture lock for hydration

BLUEBERRY OIL

For soothing

SHEA BUTTER

Moisture lock for hydration





ARMANI

PRISMA GLASS

LIPS | **SRP \$40**

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.

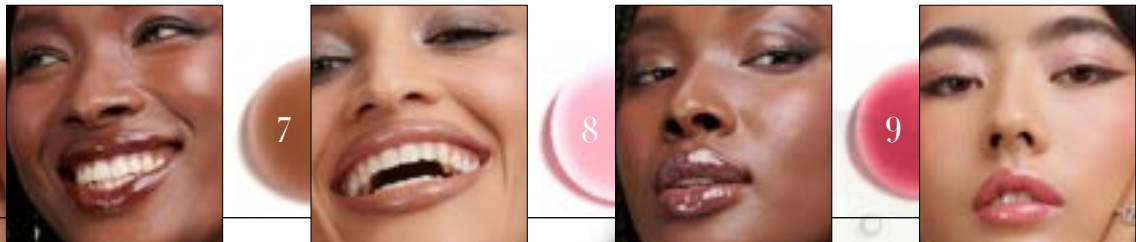
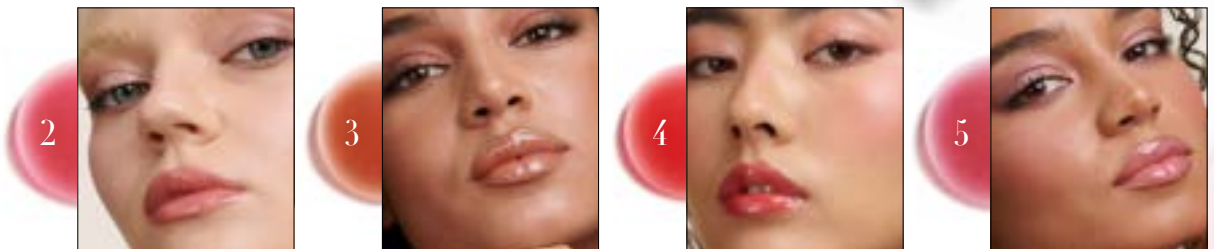
BENEFITS

- 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 SMOOTH AND SOFTER LIPS
- ADVANCED 24H HYDRATING OIL-IN-GLOSS TECHNOLOGY
- FORMULATED WITH A TRANSPARENCY GEL FOR GLOSSY SHEER WASH OF COLOR

9 SHADES



LIP POWER SATIN



LIPS | SRP \$48

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
- PRECISE TEAR DROP SHAPED BULLET FOR CLEAN APPLICATION

17 SHADES (SATIN)



SHADE 109
BEST SELLER!

BEIGE							BROWN			
	102	104 ★	107	108	109 ★	110		201	202	206
	Soft Beige Mauve	Medium Beige Mauve	Medium Beige Rose	Medium Beige Peach	Beige Rose	Beige Peach		Warm Brown	Brown Rose	Cherry Brown
CORAL										
	301									
		RED								
			400 ★	403	405					
			Golden Coral	Neutral Red	Warm Red	Brick Red				
		PINK								
			502	503	504 ★	**507				
			Medium Cool Pink	Medium Warm Pink	Deep Mauve Pink	Blue Red				

LIP POWER MATTE

LIPS | SRP \$48

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
- PRECISE TEAR DROP SHAPED BULLET FOR CLEAN APPLICATION

10 SHADES (MATTE)



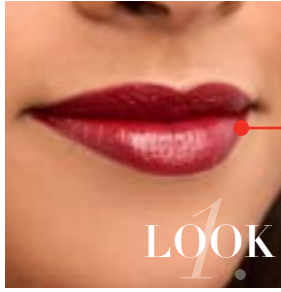
60

BEIGE						REDS						
	111	112 ★	114	116	117 ★		207	400	405	407	603	
	NUDE PINK	SOFT BRICK BROWN	ROSY NUDE	BEIGE NUDE	MEDIUM BEIGE MAUVE		DARK MAUVE	NATURAL RED	BRICK RED	BRIGHT POPPY RED	DEEP AUBERGINE	

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

LIP TECHNIQUES

BOLDLY BALANCED

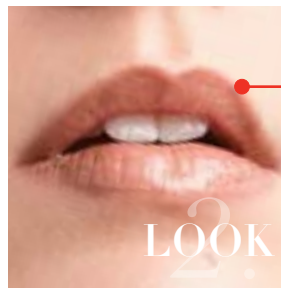


LIP POWER SATIN
206 AND 400

BOLDLY BALANCED

Create a crisp and clean lip line by using the pointed tip of Lip Power 206, beginning with the cupid's bow, then define the outer corners and draw the line up to the cupid's bow. Blend the inside of the line to blur it, and finish with Lip Power 400 covering the line gently and entire inner lip.

DIMENSIONAL NUDE

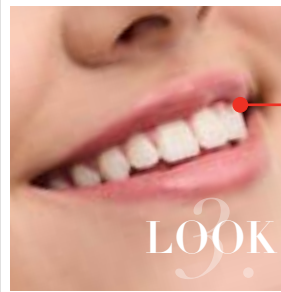


LIP POWER MATTE 111,
PRISMA GLASS 07 NUDE GLOW

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 matte 111 and 07 Nude Glow for the ultimate soft nude lip look.

MONOCHROMATIC



LIP POWER MATTE 116
53 CHEEK TINT

MONOCHROMATIC

Apply Lip Power Matte 116 as a lip liner, starting at the cupid's bow. Draw the color from the outer corner to meet the cupid's bow, then line lower lip line. Apply Cheek tint 53 in the center of lips and blend the 2 shades together.



LIP MAESTRO

Limited Distribution

LIPS | SRP \$48

VELVET MATTE LIQUID LIP COLOR WITH LASTING HYDRATION

BENEFITS

- HIGH PIGMENT
- VELVET MATTE FINISH
- CREAMY TEXTURE

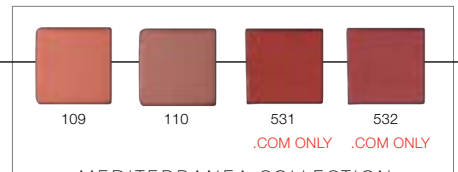
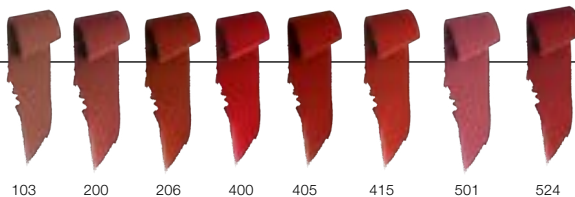
FEATURES

- 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





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

1 ML SACHET



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

The H.O.M.E Fragrance Selling Method

The **H.O.M.E Fragrance Selling Method** is the Armani approach for presenting fragrances, designed to elevate client engagement beyond simply listing notes. This methodology empowers you to create a comprehensive, immersive, and memorable journey. By adopting H.O.M.E, we foster deeper understanding and appreciation, ultimately helping clients discover, and fall in love, with their perfect scent.





Selling "Power of You"
with the H.O.M.E method:

HOOK/HEADLINE

- USED FOR PROMOTING/RECRUITING
- 3-SECOND TRAFFIC-STOPPER
- FRAGRANCE NAME + BRIEF DESCRIPTION
- ENERGY, EYE CONTACT, ENTHUSIASM



"Have you smelled the fragrance that lights up a room by Armani? It's feminine, yet powerful - Power of You!"

OLFACTIVE/ DESCRIPTION

- DESCRIBE HOW IT SMELLS
- TOP, MIDDLE, BASE NOTES
- INTENSITY, PERFORMANCE, PROJECTION



"It's vibrant floral fruity amber with top notes of Passion Fruit (Maracuja accord), a floral heart of Frangipani accord and a luscious swirls of vanilla accord for the base."

MOMENT

CONNECT THE FRAGRANCE TO A:

- MOMENT
- SEASON



"Power of You is a fragrance that ignites the moment. It allows you to be free and unabashedly celebrate yourself, because you deserve it!"

EXPERIENCE

EMPOWER THE CUSTOMER BY:

- CUSTOMIZING A 2ND SCENT
- TEACHING THEM HOW TO WEAR IT



"Power of You is a day-to-night fragrance, during the day I recommend you spray it on your pulse points. For night, spray it everywhere to light up the room!"



FRAGRANCE

ARMANI

EMPORIO ARMANI

POWER OF YOU

EAU DE PARFUM

90ML \$138
50ML \$105
30ML \$78
10ML \$32

VIBRANT
& GOURMAND

NEW!



TOP NOTES
PASSION FRUIT
(MARACUJA ACCORD)

HEART NOTES
FRANGIPANI ACCORD

BASE NOTES
VANILLA ABSOLUTE

A new gourmand addiction, opens with a juicy burst of Passion fruit, instantly vibrant and irresistible, woven together with Frangipani accord, adding a soft, floral creaminess. As it dries down it wraps you in a luscious swirl of vanilla absolute creating a delicious fusion that lingers



PASSION FRUIT
(MARACUJA ACCORD)



FRANGIPANI
ACCORD



VANILLA
ABSOLUTE

FLORAL
AMBERY
FRUITY

EMPORIO  ARMANI

POWER OF YOU

EAU DE PARFUM

NEW CAP COLOR

SHINY PINK GOLD CAP

ICONIC

INTERLACING RINGS MOTIF

INTENSE RUBY

A COLOR RICH WITH SCENT



INTENSITY ●●●○

TOP PASSION FRUIT (MARACUJA ACCORD)



The sparkling Passion Fruit (Maracuja Accord) offers an effervescent burst of luminous freshness and irresistible energy. It imparts an uplifting, confident glow, forming a beautiful 'light and shadow' dynamic with vanilla for exceptional versatility

"The inspiration for this fragrance comes from the vibrant energy of passion fruit...I've been working to create an accord that can transcribe its 360° sensoriality: the rasping astringency of its skin, the green crunch of its seeds, the effervescent juiciness of its pulp, and finally, the lactic creaminess of its flesh."

*Nisrine Bouazzaoui Grillié,
Perfumer*

HEART FRANGIPANI ACCORD



The Frangipani note creates a soft, airy floral halo, elegantly bridging the vibrant passion fruit to sensual vanilla.

"The frangipani flower with its sweet tropical accents blossoms transparently at the heart of the composition, bringing breath and volume to the whole."

- Nadège Le Garlantezec, Perfumer

VANILLA ABSOLUTE BASE



The Dark Vanilla Absolute provides a sensual depth and enveloping warmth. It acts as a captivating shadow, making brighter notes shine and creating a versatile scent that transitions seamlessly from luminous day to sensual night.

"The Madagascar Vanilla Absolute was the obvious choice: powerful, refined, and very expensive, it brings a lot of sophistication. Together, [with passion fruit] they create a captivating play of contrasts, forging an intense sense of addiction." - Nadège Le Garlantezec, Perfumer

EMPORIO  ARMANI

STRONGER WITH
YOU

100ML \$130
50ML \$105

EMPORIO ARMANI
**STRONGER
WITH YOU
POWERFULLY**
EAU DE PARFUM

**CAPTIVATING &
GOURMAND**

TOP NOTES
MANDARIN & CHERRY ACCORD

HEART NOTES
SPICES ACCORD & LAVENDER HEART

BASE NOTES
CHESTNUT ACCORD, VANILLA & AMBERY WOOD



MANDARIN CHERRY
ACCORD



SPICES ACCORD
LAVENDER HEART



CHESTNUT ACCORD
VANILLA
AMBERY WOOD

**FOUGERE
AMBERY
GOURMAND**

EMPORIO  ARMANI

STRONGER WITH YOU POWERFULLY

EAU DE PARFUM

NEW MASCULINE CAP

SHINY SILVER-GUN CAP

ICONIC

INTERLACING RINGS MOTIF

RICH COLOR

SMOKY-TONED JUICE



INTENSITY ●●●○

Mandarin

A bright, naturally sweet Mandarin burst instantly invigorates, infusing the opening with a vibrant energy.

Cherry Accord

A rich, liqueur-like cherry accord emerges with sophisticated fruitiness and a beautiful boozy warmth, hinting at intense depth and delectable sweetness.

TOP NOTE

FRESH
MANDARIN &
JUICY CHERRY



Spices Accord

Warm, inviting spices emerge, adding a beautiful sweetness that creates a captivating depth.

Lavender

A beautifully aromatic Lavender from Provence brings an elegant, clean counterpoint that beautifully balances the warmer, spicier elements.

HEART NOTE

SPICES
ACCORD &
LAVENDER



Candied & Smoky Chestnut Accord

The gourmand candied chestnut accord brings a delectable smoky facet providing a deeply addictive and powerful richness.

Warm Vanilla

The blend of vanilla offers a comforting sweetness, perfectly balancing the chestnut and enhancing the scent's irresistible warmth.

Ambery Wood

These rich, resinous woods provide a sophisticated depth, anchoring the fragrance and leaving a sensual, enduring trail.

BASE NOTE

CHESTNUT
VANILLA &
AMBERY WOOD



EMPORIO ARMANI
STRONGER WITH YOU INTENSELY

EAU DE PARFUM
INTENSITY ●●●○

**A
VIRAL
SUCCESS!**

50 ML \$105
100 ML \$130
*150 ML \$150

* ITEM ONLY
AVAILABLE AT
MACY'S

**WARM
& IRRESISTABLE**

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.



pink pepper



lavender



amber wood & vanilla

**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!"

50 ML \$110
100 ML \$135

EMPORIO ARMANI
**STRONGER
WITH YOU
ABSOLUTELY**

PARFUM
INTENSITY ●●●●

**DECADENT
& ENTICING**

TOP NOTES
RUM ACCORD

HEART NOTES
LAVENDER

BASE NOTES
CEDARWOOD & VANILLA



An ambery masculine fragrance that is decadent and enticing. With rum, lavender, cedarwood and creamy vanilla notes, this long-lasting parfum is intoxicating.



rum accord
top note



lavender
heart note



cedar wood & vanilla
base note

SHARE WITH YOUR CLIENTS:

"Stronger With You Absolutely exudes a delectable warmth, blending the rich sweetness of rum and vanilla with the smooth, woody aroma of cedarwood."

"Stronger with You Absolutely is a Ambery fragrance featuring a decadent rum accord and boosts the duo of creamy vanilla and enticing cedarwood."

**FOUGERE
SPICY
AMBERY**

STRONGER WITH YOU



STRONGER WITH YOU
EAU DE TOILETTE

STRONGER WITH YOU INTENSELY
EAU DE PARFUM

NEW!
STRONGER WITH YOU POWERFULLY
EAU DE PARFUM

STRONGER WITH YOU ABSOLUTELY
PARFUM

INTENSITY



WHAT IS THE SPIRIT OF THE SCENT?

YOUTHFUL
AND VERSATILE

WARM AND
IRRÉSISTIBLE

CAPTIVATING &
GOURMAND

DECEDENT AND
ENTITICING

SCENT FAMILY

FOUGERE
WOODY

FOUGERE
WOODY AMBER

FOUGERE
AMBERY GOURMAND

FOUGERE
AMBERY

THE NOTES

CHESTNUT ACCORD
LAVENDER & TENDER SAGE
VANILLA

PINK PEPPER
LAVENDER
AMBER WOOD & VANILLA

MANDARIN & CHERRY ACCORD
SPICES ACCORD & LAVENDER HEART
CHESTNUT ACCORD, VANILLA
& AMBERY WOOD

RUM ACCORD
LAVENDER
CEDAR WOOD & VANILLA



EMPORIO  ARMANI



STRONGER
WITH YOU
PARFUM

INTENSITY



THE SPIRIT OF THE SCENT?

MAGNETIC AND
SPICY

SCENT FAMILY

FOUGERE
AMBERY LEATHERY

THE NOTES

PINK PEPPER
LAVENDER
LEATHERY VANILLA &
SUGAR COATED CHESTNUT





ACQUA DI
GIÒ

AARON TAYLOR-JOHNSON
@AARONTAYLORJOHNSON

30ML \$90.
100 ML \$160

ACQUA DI GIÒ INTENSE

EAU DE PARFUM

WHERE
PRIMAL
SEA MEETS
GROUNDING
EARTH

TOP NOTES
CALABRIAN BERGAMOT
& GREEN APPLE

HEART NOTES
CLARY SAGE
& MARINE NOTES

BASE NOTES
AMBER &
WOOD ACCORDS

• BOLD AND
• ENDURING

FOUGERE
AQUATIC FRUITY



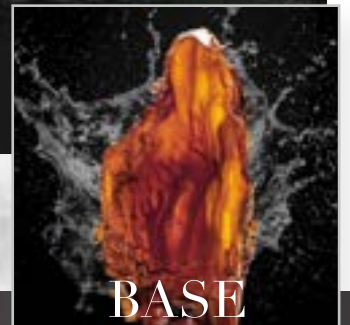
TOP

A refined Bergamot Heart that offers a subtle balance between the sparkling freshness of citrus and an aromatic floral facet, with Earl Grey tea tones.



HEART

Marine accord provides a unique freshness. The scent is powerful, watery, evoking clean, sea-kissed air with an underlying whisper of the ocean's salty depth..



BASE

Amber and black woods accord provides a warm, sensual foundation, blending amber's resinous sweetness with the mysterious, earthy depth of dark woods for a lasting, enveloping trail.

CONNECTION TO NATURE

ACQUA DI GIÒ



NEW!



refillable
ACQUA DI GIÒ
EAU DE TOILETTE

ACQUA DI GIÒ
EAU DE PARFUM INTENSE

refillable
ACQUA DI GIÒ
PARFUM

INTENSITY



WHAT IS THE INSPIRATION

WHEN THE SEA
MEETS THE SHORE

MARINE FRESHNESS
INTENSE WOODS

THE POWERFUL SENSATION
OF NATURE

WHAT IS THE SPIRIT OF THE SCENT?

FRESH & RELAXED

BOLD, ENDURING & CAPTIVATING

DEEP & INTENSE

SCENT FAMILY

CITRUS
AQUATIC

AQUATIC
FRUITY

WOODY
AQUATIC AROMATIC

THE NOTES

MARINE NOTES & BERGAMOT
JASMINE & CEDARWOOD
WHITE MUSK & PATCHOULI

CALABRIAN BERGAMOT
CLARY SAGE & MARINE NOTES
AMBER & WOOD ACCORDS

MARINE NOTES & BERGAMOT
SAGE & ROSEMARY
PATCHOULI & INCENSE





ELIXIR



refillable
PROFONDO
EAU DE PARFUM

INTENSITY



WHAT IS THE INSPIRATION

THE NEW ULTIMATE
INTENSITY OF THE SEA

THE DEEP
SEA

WHAT IS THE SPIRIT OF THE SCENT?

EVERLASTING & MYSTICAL

INVIGORATING & DEEP

SCENT FAMILY

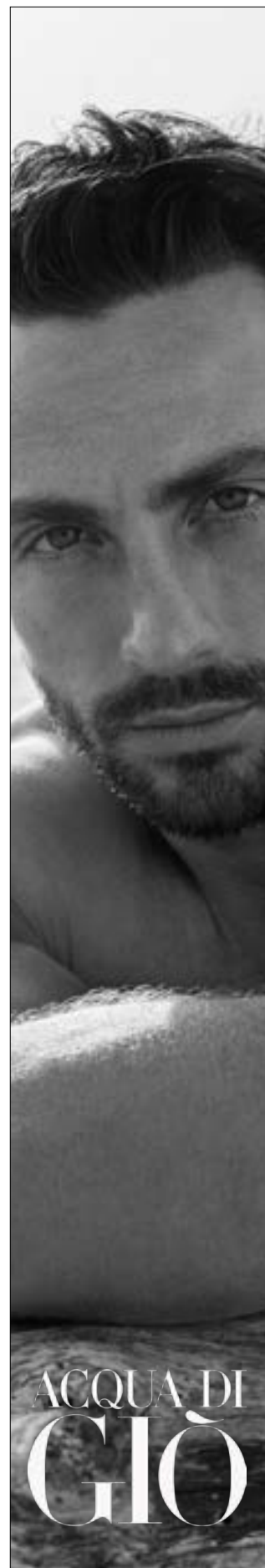
WOODY AQUATIC
LEATHERY

FOUGERE
AROMATIC AQUATIC

THE NOTES

BERGAMOT HEART & GREEN MANDARIN
AQUATIC ACCORD & VIOLET LEAF ACCORD
PATCHOULI & LEATHER ACCORD

MARINE NOTES & GREEN MANDARIN
LAVENDER & ROSEMARY
PATCHOULI & CEDARWOOD



ARMANI CODE



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

THE SPIRIT

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



limited distribution



ARMANI
code
ELIXIR

INTENSITY

●●●●+

SCENT FAMILY

AMBERY LEATHER

THE SPIRIT

CONCENTRATED &
CAPTIVATING

THE NOTES

GREEN MANDARINE
LEATHER ACCORDS
TONKA BEAN ABSOLUTE



GIORGIO ARMANI

MY WAY



MY WAY
NECTAR



MY WAY
YLANG



refillable

MY WAY
EAU DE PARFUM

INTENSITY

●●○○

●●○○

●●○○

WHAT IS THE SPIRIT OF THE SCENT?

SPARKLING
AND FRUITY

VIBRANT, JUICY
LUSCIOUS

FRESH,
RADIANT, CAPTIVATING

SCENT FAMILY

FRUITY FLORAL

FRUITY FLORAL

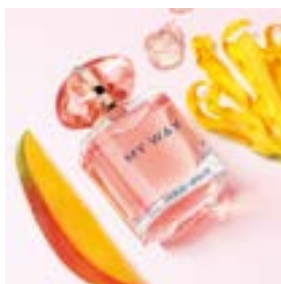
FLORAL

THE NOTES

PEAR
TUBEROSE
VANILLA

MANGO ACCORD, BERGAMOT,
GINGER, ORANGE BLOSSOM
COCONUT & YLANG YLANG
VANILLA & MUSK

BERGAMOT & ORANGE BLOSSOM
TUBEROSE & JASMINE
CEDARWOOD & VANILLA





refillable

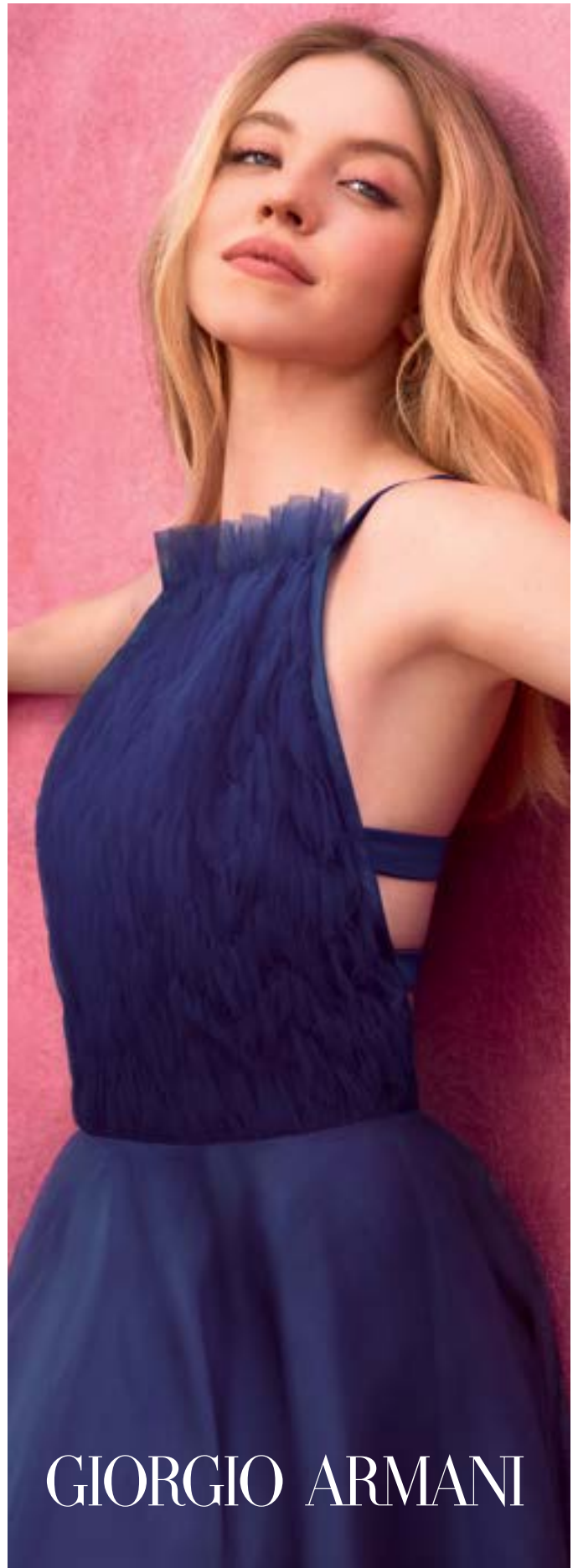
MY WAY
INTENSE



SENSUAL. ENVELOPING.
WARM

WARM FLORAL

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



GIORGIO ARMANI

FRAGRANCE | FEMININE - ACQUA DI GIOIA

ACQUA *di Gioia*

GIORGIO ARMANI

ACQUA DI GIOIA



ACQUA DI
GIOIA
EAU DE PARFUM

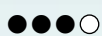


GIOIA
INTENSE
EAU DE PARFUM



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



ARMANI SÌ



SAY SÌ TO MYSELF
SÌ
EAU DE PARFUM



limited distribution

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

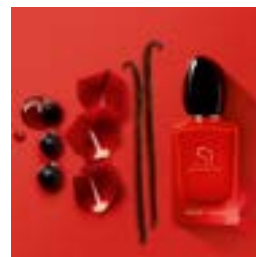
FLORAL FRUITY

THE NOTES

BLACKCURRANT
NECTAR. AIRY FLORALS &
MUSKY BLONDE WOOD

BLACKCURRANT
ISPARTA ROSE
PATCHOULI BENZOIN

BLACKCURRANT NECTAR.
PEAR. ROSE &
WOODY VANILLA





GIORGIO ARMANI

DID YOU KNOW?

**BLACKCURRANT IS THE SIGNATURE NOTE
IN THE ENTIRE SÌ FRAGRANCE WARDROBE**

GIORGIO ARMANI

FRAGRANCE | ARMANI PRIVÉ

RICH

SIMPLICITY

PRECIOUS
FABRIC

[SIMPLE LINES & RICH MATERIALS]

[OLFACTORY

*"The creation of PRIVÉ perfume
is always a unique and emotional journey for me:
I apply the same imagination and savoir-faire that I use for my couture,
yet on something invisible to the eye."*

Giorgio Armani

SINGULAR
INGREDIENT

CONTRASTED
BALANCE

PRECISE
COMPOSITIONS

PROMISE }

[ART OF BALANCE]



ARMANI / PRIVÉ

Haute Couture Fragrances

Rich and powerful scents for a memorable experience.



**LES
EAUX**
FRESH & VIBRANT



**LA
COLLECTION**
DARING & ENVELOPING



**LES MILLE ET
UNE NUITS**
SENSUAL & OPULENT



**LES TERRES
PRÉCIEUSES**
RICH & UNEXPECTED

The 4 ARMANI/PRIVÉ collections are 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.



100 ML \$195

NEW!
ARMANI / PRIVE
**ORANGE
MEDITERRANÉE**
EAU DE TOILETTE

SPARKLING
& VIBRANT



ITALIAN CEDRAT
SPARKLING & UPLIFTING



ITALIAN
BITTER ORANGE
FRESH & VIBRANT



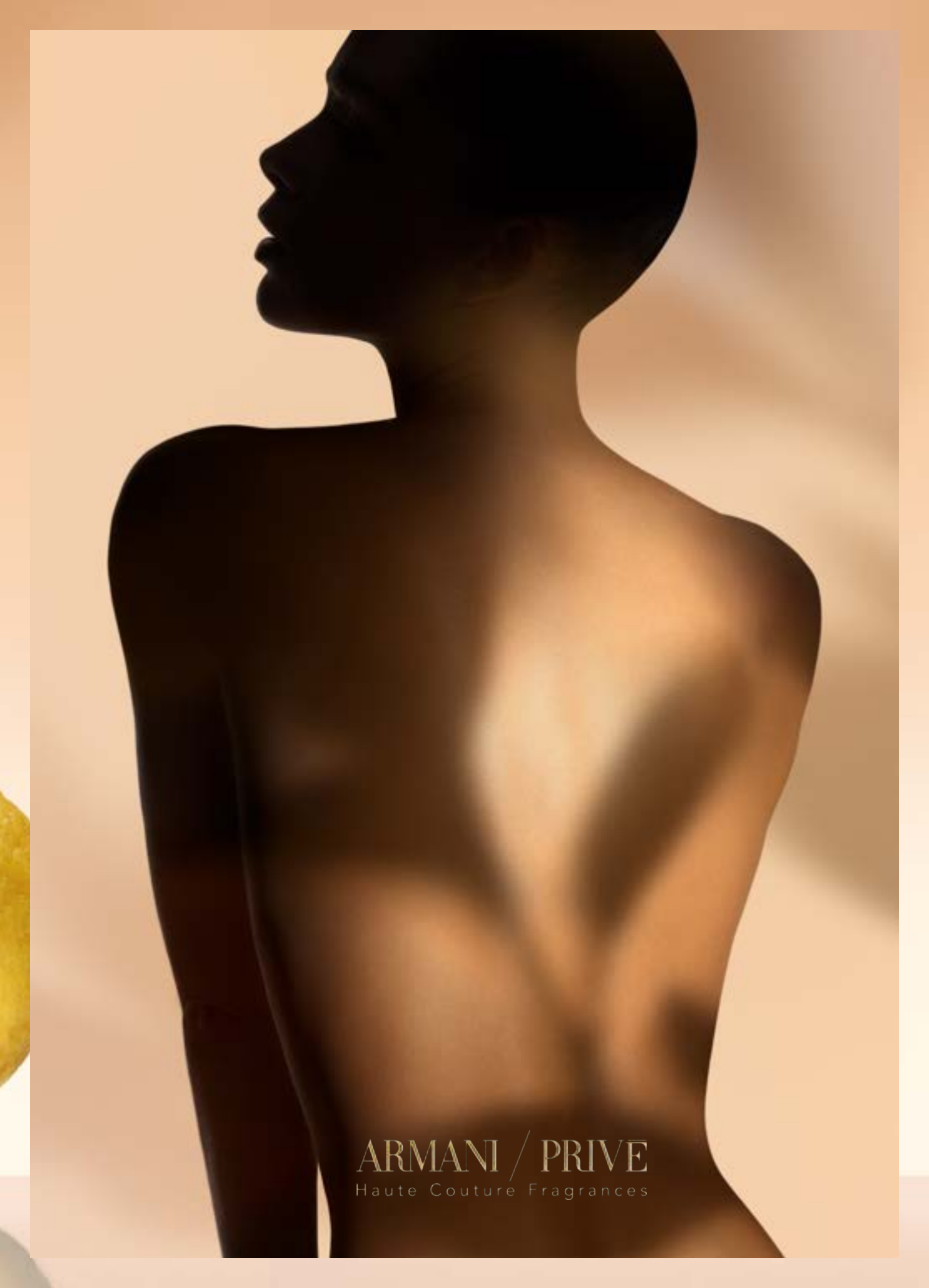
FENNEL ESSENCE
BITTER & AROMATIC

Orange Méditerranée captures the vibrant palette of a springtime sunrise on the Sicilian Coast. It's a sensorial journey through emerald citrus groves where golden light dances, promising endless vitality and joyful renewal, as the fresh sea breeze rustles through the leaves

NOBLE INGREDIENT:
BITTER ORANGE

**CITRUS
FLORAL**





ARMANI / PRIVE
Haute Couture Fragrances

ARMANI PRIVÉ



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



PIVOINE SUZHOU **ROSE MILANO** **SANTAL DÀN SHÀ** **GARDÉNIA ANTIGUA** **ORANGE MEDITERANEE**

FLORAL
ROSY PEONY
SPARKLING
& DELICATE

CHYPRE FLORAL
DAMASCENA ROSE
JOYFUL
& SENSUAL

WOODY SPICY
SANDALWOOD
WARM
& CREAMY

WHITE FLORAL
MUSKY GARDENIA
LUMINOUS
& VOLUPTUOUS

CITRUS FLORAL
BITTER ORANGE
SPARKLING
& VIBRANT

SCENT FAMILY
KEY NOTE
KEY WORDS

CHINESE GARDENS
OF SUZHOU

THE CITY
OF MILAN

CHINESE IMPERIAL
GARDENS

THE ISLAND
OF ANTIGUA

SICILIAN
COAST

INSPIRATION



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

FLORAL GREEN
JASMINE SAMBAC
BRIGHT
& TRANSPARENT

CITRUS WOODY
BLACK & GREEN TEA
FRESH
& SMOKEY

CITRUS
CYPRESS TREE
ENERGETIC
& VIVACIOUS

EARTHY & WOODY
VETIVER
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

EAU DE PARFUM | SRP \$350

A TRIBUTE TO THE MYTHICAL ACCORDS OF PERFUMERY, INSPIRED BY TRADITION



BOIS D'ENCENS

SCENT FAMILY

KEY NOTE

KEY WORDS

INSPIRATION

WOODY

WHITE FRANKINCENSE

SHARP & SPIRITUAL

CHURCH IN MILAN

LES MILLE ET UNE NUITS

EAU DE PARFUM INTENSE | SRP \$350.

A TRIBUTE TO THE LEGENDARY TALE OF ONE THOUSAND AND ONE NIGHTS. INSPIRED BY THE SPENDORS OF THE ORIENT.



ROSE D'ARABIE



CUIR NOIR



OUD ROYAL



MUSC SHAMAL



CUIR ZERZURA



CUIR NU

SCENT FAMILY

KEY NOTE

KEY WORDS

INSPIRATION

FLORAL WOODY AMBER

DAMASCENA ROSE

ENCHANTING & VOLUPTUOUS

SENSUALITY

LEATHER

SAFFRON ACCORD

WARM & ADDICTIVE

SENSUALITY OF LEATHER ON SKIN

WOODY

OUD WOOD

MAJESTIC & DEEP

AN EXOTIC DREAM

FLORAL MUSKY

WHITE MUSK

ENVELOPING & SENSUAL

WIND ACROSS THE SAND DUNES OF THE DESERT

AMBER WOODY LEATHER

LEATHER

SENSUAL & WARM

MYTHICAL OASIS OF ZERZURA

AMBERY LEATHER

LEATHER

ELEGANT & SENSUAL

ITALIAN HERITAGE OF LEATHER CRAFTSMANSHIP.

LES TERRES PRÉCIEUSES

EAU DE PARFUM INTENSE | SRP \$370.

A TRIBUTE TO THE COUNTRIES AND CULTURES THAT HAVE INSPIRED MR. ARMANI



VERT MALACHITE



ROUGE MALACHITE



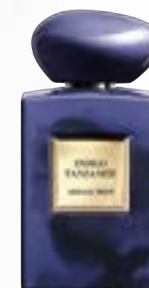
BLEU LAZULI



BLEU TURQUOISE



MAGENTA TANZANITE



INDIGO TANZANITE



NOIR KOGANE



BLANC KOGANE

SCENT FAMILY

KEY NOTE

KEY WORDS

INSPIRATION

FLORAL

WHITE LILY

MAJESTIC & DEEP

RUSSIA

FLORAL

TUBEROSE

WARM & OPULENT

RUSSIA

AMBER WOODY

HONEYED TOBACCO

SENSUAL & CAPTIVATING

INDIA

WOODY FLORAL

SALTED VANILLA

EXOTIC & SPICY

INDIAN OCEAN

SPICY AMBER

SPICED COFFEE

WARM & SPICY

AFRICA

WOODY AMBER

WHITE PATCHOULI

CREAMY & WOODY

AFRICA

EARTHY LEATHER

VITIVER

SMOKY & BOLD

JAPAN

JASMINE MUSK

WHITE MUSK

ENVELOPING & LUMINOUS

JAPAN



SKINCARE

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

“

”

ARMANI
beauty

CREMA NERA

TARGETS ALL SIGNS OF AGING | BUILD YOUR ROUTINE

#1 CLEANSE



#2 REFRESH



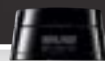
PRODUCT	RELIEVING OIL-IN-GEL CLEANSER	CLARIFYING FOAM-IN-CREAM	ACQUA PANTELLERIA	ACQUA REVISCENTALIS
	DISSOLVES MAKEUP CLEANSING COMFORT & HYDRATION	REMOVES MAKEUP CLARIFIES PURIFIES	PROTECTS HYDRATES PLUMPS	CLARIFIES BRIGHTENS REFINES SKIN
	SRP \$95.00	SRP \$95.00	SRP \$160.00	SRP \$160.00

#3 TREAT



REVISCENTALIS META CONCENTRATE	CONTOUR DEFINING EYE SERUM	REMODELING CREAM	REMODELING SHEER CREAM
ACCELERATES CELL RENEWAL LIFTS AND FIRMS	FIRMING LIFTING ANTI-DARK CIRCLES	MOISTURE HYDRATION	24-HOUR HYDRATION
SRP \$425.00	SRP \$180.00	SRP \$440.00	SRP \$440.00

#4 NOURISH



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





HOW TO USE CREMA NERA REMODELING CREAMS:

- 1** Warm in the palm of your hands to activate the cream
- 2** Smooth over the face, neck and décolleté until fully absorbed into the skin
- 3** Apply morning and evening as part of skincare routine and Crema Nera ritual.



CREMA NERA REMODELING CREAM & REMODELING SHEER CREAM

Restores skin barrier from cell to surface

BOTH CREAMS FEATURE:

Micronized Revescentalis™: extracted from one of the most powerful resurrection plants, able to revive with just a few drops of water. Now doubled in efficacy, it boosts production of collagen and elastin, which visibly improves skin firmness

Rhamnose: functions as a humectant that hydrates, reduces inflammation, and offers anti-aging benefits by promoting collagen and elastin production.

Peptide: boosts collagen levels

Micro pearls: for instant skin tone correction

Use Remodeling Sheer Cream for mattifying:

For a light-weight texture and instant luminous soft focus. Remodeling sheer cream's ingredient, **Aircilium** offers mattifying results for a soft matte finish

BENEFITS

COLLAGEN BOOSTING

HYDRATING

ILLUMINATING

BRIGHTENING

MOISTURIZING



Packaging:

Housed in an elevated jar packaging and a new glass travel refill cap for more sustainable replenishment.

Texture:

Remodeling Cream: Ultra-rich texture

Sheer Cream: Light-weight texture



CREMA NERA



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 + NIACINAMIDE BRIGHTENING ACTIVES, RESTORES SKIN FIRMNESS & ELASTICITY
- AMINO ACID TECHNOLOGY THE GENTLEST CREAM THAT RESPECT SKIN PH TRANSFORMS INTO A NON-DRYING FOAM

PAIR WITH:
RELIEVING OIL-IN-GEL CLEANSER
ACQUA REVISCENTALIS



RELIEVING OIL-IN-GEL CLEANSER



SKINCARE | SRP \$95

A SILKY GEL CLEANSER THAT MELTS INTO AN OIL, LIFTING AWAY IMPURITIES FROM YOUR EYES, CHEEKS, AND LIPS

BENEFITS

DISSOLVES MAKEUP
PURIFIES
COMFORTS

TECHNOLOGY

- REVISCENTALIS + 40% OILS REVISCENTALIS IS BLENDED IN A MIX OF NIGELLA SEED OIL & OTHER NUTRITIVE VEGETAL OILS TO KEEP SKIN COMFORTABLE
- D-PHASE TECHNOLOGY MICRO-OIL DROPLETS TRAPPED IN A GEL TO CAPTURE THE DEEPEST IMPURITIES & MAKEUP RESIDUE

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:
META CONCENTRATE
REMODELING CREAM



ACQUA REVISCENTALIS REVIVING TREATMENT LOTION

SKINCARE | SRP \$160

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

BENEFITS | TECHNOLOGY

HYDRATING
CLARIFYING
EXFOLIATING

- 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
REMODELING SHEER CREAM



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 REMODELING SHEER CREAM



REMODELING CREAM ★

SKINCARE | SRP \$440

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

BENEFITS

INSTANT TIGHTENING
BUILDS COLLAGEN
FIRMS
HYDRATING

TECHNOLOGY

- MICRONIZED REVESCENTALIS™: EXTRACTED FROM ONE OF THE MOST POWERFUL RESURRECTION PLANTS, ABLE TO REVIVE WITH JUST A FEW DROPS OF WATER. NOW DOUBLED IN EFFICACY, IT BOOSTS PRODUCTION OF COLLAGEN AND ELASTIN, WHICH VISIBLY IMPROVES SKIN FIRMNESS
- RHAMNOSE: FUNCTIONS AS A HUMECTANT THAT HYDRATES, REDUCES INFLAMMATION, AND OFFERS ANTI-AGING BENEFITS BY PROMOTING COLLAGEN AND ELASTIN PRODUCTION.
- PEPTIDE: BOOSTS COLLAGEN LEVELS
- MICRO PEARLS: FOR INSTANT SKIN BRIGHTENING

PAIR WITH:
ACQUA PANTELLERIA
META CONCENTRATE



REMODELING SHEER CREAM★

SKINCARE | SRP \$440

THE SHEER VERSION OF THE REMODELING CREAM HYDRATES, BRIGHTENS AND CORRECTS ALL SIGNS OF AGING.



BENEFITS

INSTANT TIGHTENING
BUILDS COLLAGEN
MATTIFYING
HYDRATING

TECHNOLOGY

- MICRONIZED REVESCENTALIST™: EXTRACTED FROM ONE OF THE MOST POWERFUL RESURRECTION PLANTS. ABLE TO REVIVE WITH JUST A FEW DROPS OF WATER. NOW DOUBLED IN EFFICACY, IT BOOSTS PRODUCTION OF COLLAGEN AND ELASTIN, WHICH VISIBLY IMPROVES SKIN FIRMNESS
- RHAMNOSE: FUNCTIONS AS A HUMECTANT THAT HYDRATES, REDUCES INFLAMMATION, AND OFFERS ANTI-AGING BENEFITS BY PROMOTING COLLAGEN AND ELASTIN PRODUCTION.
- PEPTIDE: BOOSTS COLLAGEN LEVELS
- MICRO PEARLS: FOR INSTANT SKIN BRIGHTENING
- AIRCILIUM: MATTIFYING FOR A SOFT MATTE FINISH



ARMANI
beauty

CREMA NERA REFILL

ONLY AVAILABLE IN THE 50ML SIZE

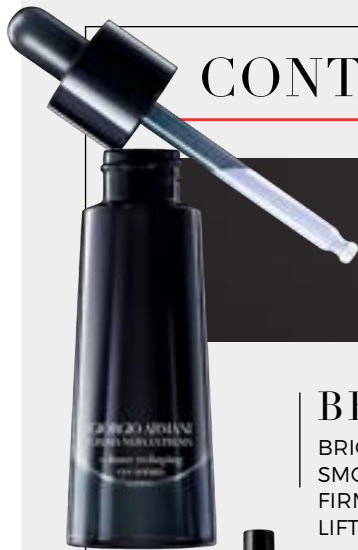
SKINCARE | SRP \$370

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



CREMA NERA EYES

CONTOUR DEFINING EYE SERUM ★



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, POTASIUUM, MAGNESIUM, SODIUM ·
OPTIMIZE LIGHT REFLECTION TO BRIGHTEN THE EYE



PAIR WITH:
CONTOUR DEFINING EYE SERUM
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

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
SMOOTHES

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
&
FIRMING META EYE TREATMENT

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

WHAT IS METASCULPT?™

Metasculpt is Armani beauty's high-precision massaging technique.

That slows again, instantly lifts and firms the skin and boosts efficacy of skincare.

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



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

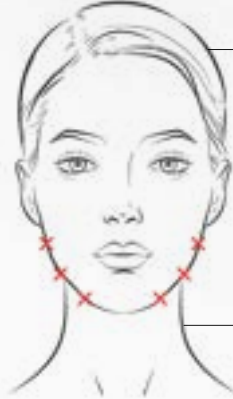
STEP#1



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



Want to learn more about Metasculpt?
Go to **One Retail** to learn about massage techniques.



MY WAY 3 PC
90 ML + 10 ML + 50 ML BL



MY WAY 2 PC
30 ML + 10 ML



MY WAY EDP + GIOIA
EDP
10 ML + 10 ML



GIOIA EDP 3 PC
100 ML + 10 ML + 50 ML BL



GIOIA EDP 3 PC
100 ML + 10 ML + 50 ML BL

MOTHER'S DAY



ADGH EDT
100ml + 15ml + SG



ADGH EDT
50ml+15ml



ADGH EDPI
100ml + 10ml



ADGH PROF
100ml + 15ml



ADGH EDT + PROF
15ml+15ml



CODE EDT
75ml+15ml



CODE PARF
75ml + 15ml



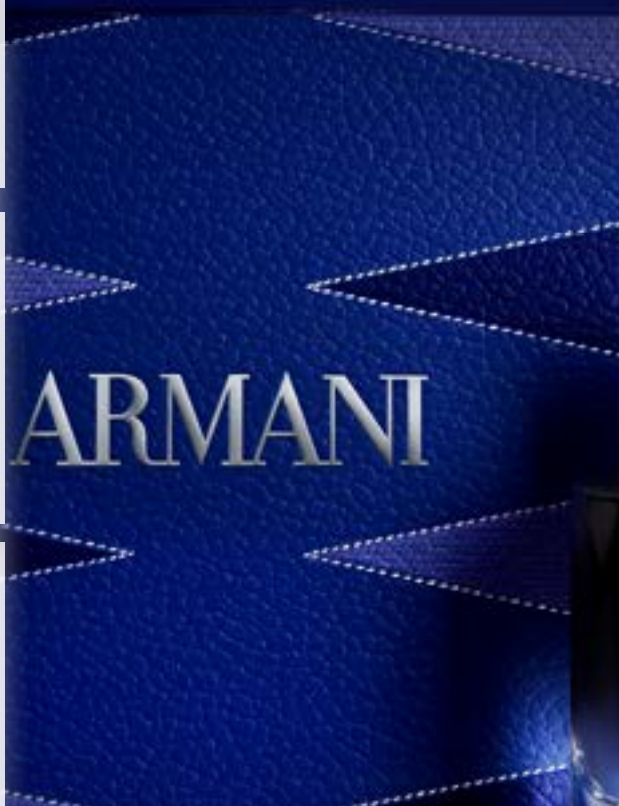
SWY INT
100ml+15ml +SG



SWY INT
50ml+15ml



SWY
INT V15 + PARF V15



FATHER'S DAY



BRAND
ENGAGEMENT
& **CLIENT**
EXPERIENCE



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 and TikTok, be sure to follow the **#ArmaniBeauties** tag to see what the community is posting!



BRAND ENGAGEMENT

SHARING THE SECRETS OF INFLUENTIAL BEAUTY CREATORS

The 2026 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.

"Our influencer network taps into various makeup authorities at the forefront of the beauty conversation on social with highly engaged audiences. Their content spans from authentic reviews and GRWMs to explorations of the latest viral beauty trends, ensuring Armani beauty is a leader in the cultural zeitgeist and giving their trusted stamp of approval for our beloved products."



CHENOA BROOKINS

@CHENOA.BROOKINS



ASHLEY PAIGE

@ASHLEYPAIGE



LEILANI GREEN

@LEILANIGREEN



MONICA RAVI-CONWAY

@MONICA_RAVIII



ALISSA JANAY

@ALISSAJANAY1



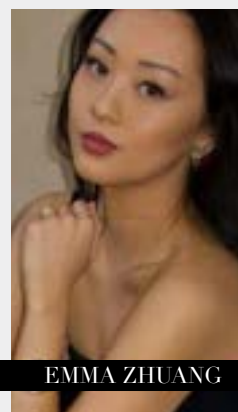
APRIL BUCKLES

@APRILMBUCKLES



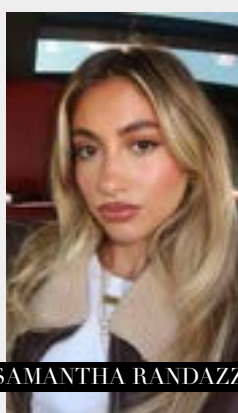
LUISA PIOUS

@LUSIAPIOU



EMMA ZHUANG

@IEMMA.Z



SAMANTHA RANDAZZO

@SAMANTHAARANDAZZO



JASMINE ADETUNJI

@JASADETUNJI



MELINDA MELROSE

@MELINDA_MELROSE

SOCIAL MEDIA

BUILD YOUR BUSINESS AND FOLLOWING WITH SOCIAL MEDIA

#ARMANIBEAUTY

TYPES OF CONTENT

ACTION SHOTS



PACKSHOTS & STILL LIVES



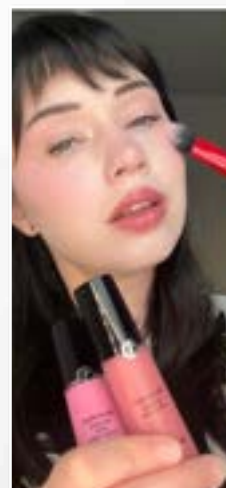
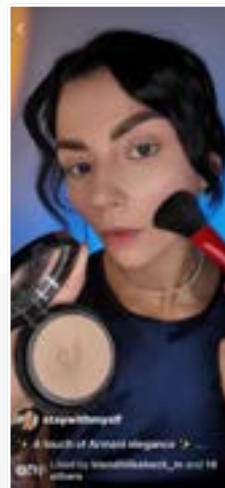
SWATCHES



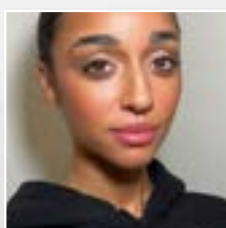
EVENTS



HOW-TOS



MODEL LOOKS



DOs

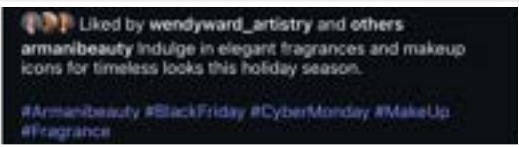
PAGE BIO

BIO PHOTO

CHOOSE A PICTURE THAT REPRESENTS YOUR STYLE AND IS ALIGNED WITH OUR BRAND'S IMAGE.



COPY



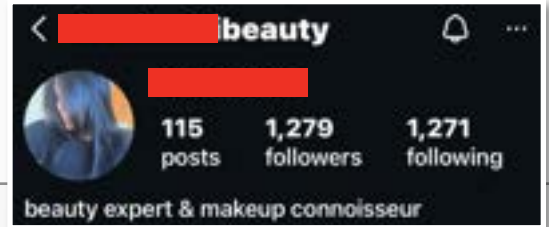
HASHTAGS

#ARMANIMAKEUP #MAKEUP #MUA
#LIPS #COSMETICS #LIPSTICK
#INSTABEAUTY #INSTAMAKEUP

DON'Ts

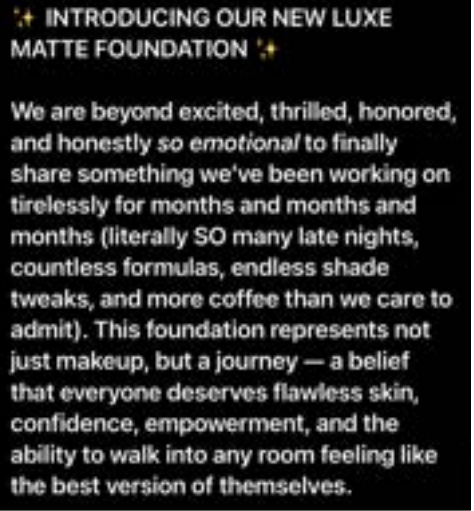
BIO PHOTO

- LINK E-COMMERCE SITE IN YOUR BIO.
- LEAVE YOUR BIO EMPTY.
- USE A LOW-QUALITY PROFILE PHOTO.
- USE TOO MANY DIFFERENT FONTS.
- USE INCONSISTENT USERNAMES OR HANDLES.



COPY

- DON'T WRITE LONG PARAGRAPHS.
- TRY NOT TO SOUND TOO SALESY.
- DON'T COPY/PASTE THE SAME CAPTION ON EVERY PLATFORM.
- DON'T WRITE NEGATIVE COMMENTS



HASHTAGS

- DON'T OVERUSE HASHTAGS.



FIND YOUR PERFECT MATCH



UNDERTONE	FAIR				LIGHT				LIGHT TO MEDIUM				MEDIUM								
	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	NEUTRAL	WARM							
	COOL PINK	COOL PEACH	NEUTRAL GOLDEN	WARM GOLDEN	COOL PINK	NEUTRAL PINK	NEUTRAL PEACH	NEUTRAL GOLDEN	WARM PEACH	WARM GOLDEN	COOL PINK	COOL PEACH	NEUTRAL GOLDEN	NEUTRAL OLIVE	WARM PEACH	NEUTRAL PINK	NEUTRAL PEACH	NEUTRAL OLIVE	NEUTRAL GOLDEN	WARM GOLDEN	WARM PEACH



LUMINOUS SILK FOUNDATION - UPGRADED SHADES

3.75	1	2	3	5.1	5	4.5	3.5	4	3.8	4.1	5.25	5.5	5.15	5.75	5.3	5.2	5.9	5.95	6	6.5	5.8	6.25
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LUMINOUS SILK FOUNDATION - ORIGINAL SHADES

3.75	1.5	2	3	5.1	4.75	5	4.25	4.5	3.5	4	3.8	5.25	5.5	5.75	5.2	5.9	7.75	6	6.5	5.8	6.25
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LUMINOUS SILK CONCEALER

3.75	1.5	2	3	4.75	5	4.5	4	3	4	5.25	5.5	5.75	5	5.25	5.5	7.5	6	6.5	6.5	6.25
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	MEDIUM TAN			TAN			DEEP			VERY DEEP		
7	7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8	8
7.5	7.5	6.8	8.1	7.5	6.8	8.1	7.5	6.8	8.1	7.5	6.8	8.1
8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8
8.75	8.25	8.25	8.25	8.25	8.25	8.25	8.25	8.25	8.25	8.25	8.25	8.25
8.75	8.75	8.6	8.6	8.75	8.6	8.6	8.75	8.6	8.6	8.75	8.6	8.6
9	9	9	9	9	9	9	9	9	9	9	9	9
8.75	8.5	8.75	8.75	8.5	8.75	8.75	8.5	8.75	8.75	8.5	8.75	8.75
10	10	10.1	10.1	10	10.1	10.1	10	10.1	10.1	10	10.1	10.1
10	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1
11.75	13	11.75	11.75	13	11.75	11.75	13	11.75	11.75	13	11.75	11.75
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11.75	13.25	13.25	13.25	13.25	13.25	13.25	13.25	13.25	13.25	13.25	13.25	13.25
11.75	11.5	11.8	11.8	11.5	11.8	11.8	11.5	11.8	11.8	11.5	11.8	11.8
10	10	11.4	11.4	10	11.4	11.4	10	11.4	11.4	10	11.4	11.4
14	15	15.5	15.5	15	15.5	15.5	15	15.5	15.5	15	15.5	15.5
15	15.8	15.8	15.8	15.8	15.8	15.8	15.8	15.8	15.8	15.8	15.8	15.8
11.75	13.6	13.6	13.6	13.6	13.6	13.6	13.6	13.6	13.6	13.6	13.6	13.6
11.75	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8
14	13.5	14	14	13.5	14	14	13.5	14	14	13.5	14	14

ARMANI



LUMINOUS SILK
perfect natural glow foundation
fond de teint éclat naturel parfait
ARMANI