

FALL 2025

GIORGIO ARMANI

LIBRO

RADIANCE
REWRITTEN







TABLE OF CONTENTS

WELCOME	04
PRIORITIES & PILLARS	08
NEWNESS	12
BEHIND THE BRAND	14
SKINCARE	22
CREMA NERA GEOGRAPHY	23
COMPLEXION	32
PRIMERS	43
BLUSH GEOGRAPHY	51
FOUNDATION GEOGRAPHY	59
LIP GEOGRAPHY	60
EYES	64
MASCARA GEOGRAPHY	69
FRAGRANCE	70
HOLIDAY SETS	102
BRAND ENGAGEMENT & CLIENT EXPERIENCE	104
SHADE FINDER	116

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

PLEASE READ FIRST:

The Armani Libro will prepare you for your upcoming season. By accessing this information, you are representing that you are at your authorized work site.

(Signature)

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

W E L C

Dear Armani Face Designers,

Thank you for a strong close to 2024 and an excellent start to 2025 with wins across all categories. Your talent ensures Armani stays close to the hearts of our clients. In 2025, we will defend our position as a luxury leader and dominate with clear priorities and iconic pillars.

In makeup, we will accelerate Luminous Silk Foundation by reinforcing our competitive edge, recruiting new clients, pampering loyalists, and reclaiming our #1 Sephora position. Luminous Silk Concealer is a strong driver with double-digit growth and Cheek Tint Shine is gaining traction, fueled by relevance and consumer trends. Eye Makeup is flying with the launch of Vertigo Lift Mascara and Eye Tint remaining a favorite, securing #1 liquid shadow in the US. This August, we will welcome the launch of Skin Tint, sure to recruit a new audience and further establish Armani's leadership in Face makeup.

In fragrance, Stronger With You captivated the US in 2024, introducing Armani to a younger demographic. Its momentum continues with Absolutely and Parfum, amplified by our Benson Boone partnership kicked off in May. Acqua di Gio is amid a renaissance with strong year-to-date growth, and we must keep this icon at the forefront. Father's Day reaffirmed Armani's formidable presence in Men's fragrance, securing our Top 5 spot. For Women's, our focus on Acqua di Gioia and My Way continues, with My Way Ylang EDP launching in the Spring and impactful trade activations enabling us to stand out in a crowded and competitive women's market.

Armani is having one of its strongest years, thanks to your efforts, our brand's appeal, and Amazon's expanded reach to ensure we can meet our clients where they are. You represent us daily, and we are here to support your success. Thank you for all you do. Keep aiming higher – you deserve to win!



Sarah Curtis Henry

General Manager, Armani & Valentino Beauty



SARAH CURTIS HENRY

General Manager,
Armani & Valentino Beauty

OME



A Letter From the Educator



SHAYNA SHAPIRO
Director of Education & Artistry

Congratulations on an truly incredible first half of the year!

Your focus on the Luminous Silk Collection and our thriving fragrance business has been instrumental in driving exceptional growth. This momentum is exactly what we need, and I'm confident we'll carry it forward into an even stronger second half.

A key contributor to this success has been our modernized T.A.I.L.O.R. selling strategy. By intuitively categorizing our clients into 5, 10, or 20-minute makeup client, we've been able to precisely tailor the number of products, tips, and tricks shared at the counter. This personalized approach not only optimizes the client experience but also significantly builds trust – a cornerstone of our brand. To review the steps of T.A.I.L.O.R turn to page 21.

We saw this powerfully demonstrated in your outstanding performance with the Luminous Silk Concealer. Your survey responses showed overwhelming enthusiasm for mastering the artistry of A-Sculpt, and you took that knowledge, applied it with our clients, and significantly boosted concealer sales! Let's maintain this fantastic trajectory; our goal is to sell a concealer for every three foundations, and with our talented Face Designers, I know we can achieve it.

This season brings even more exciting opportunities to impress every client who walks through our doors. We're thrilled to introduce our new Skin Tint, designed to impart a beautiful 'golden hour glow,' the warm and inviting Stronger With You Amber fragrance (exclusively at Macy's), and an and a preview of our niche Privé line – Cuir Nu. With these exceptional additions, you are perfectly equipped to wow everyone.

I'm truly excited for you to immerse yourselves in our upcoming Seasonal Seminar and delve into the accompanying Libro. I've crafted it as a comprehensive tool to support your artistic and professional growth. At Armani beauty, your potential is limitless, and we are committed to supporting you every step of the way.

I'm looking forward to a very successful second half of 2025, and I can't wait to connect with each of you, whether in person or virtually.

A handwritten signature of Shayna Shapiro in black ink, featuring a stylized, flowing script.

Shayna Shapiro
Director of Education & Artistry



 FALL 2025

& PRIORITIES
PILLARS
NEWMENESS

ARMANI
beauty



Seasonal



EYE TINT | PG. 64

Still reigning at the top, our beloved Eye Tints continue to define the liquid eyeshadow category. Lightweight and long-wearing, they offer endless possibilities for artistic expression.



LUMINOUS SILK FOUNDATION | PG. 44

Award-winning and iconic formula with 24 hour glow, wear and hydration for a brighter and more luminous complexion. Available in 40 shades.



NEW! SKIN TINT | PG. 34

A long-wearing skin tint formulated with skincare ingredients delivering light-buildable coverage in a weightless, serum texture with a golden-hour glow. Available in 20 shades.



LUMINOUS SILK CONCEALER | PG. 46

A multi-purpose concealer that highlights & conceals while providing up to 24hrs of hydration & comfort. Available in 21 shades.

LUMINOUS SILK CHEEK TINT & CHEEK TINT SHINE | PG.48-49

Get that natural flush, instantly. Our Cheek Tint fuses with your skin for a seamless, second-skin finish and a healthy, radiant glow.

This season, Cheek Tint Shine will catch the light with cosmic pearls in 4 flattering shades.



Priorities



NEW!

★ **macy's** EXCLUSIVE

STRONGER WITH YOU AMBER | PG. 71

STRONGER WITH YOU AMBER is the new exclusive fougère ambery fragrance that infuses the sensual signature of STRONGER WITH YOU with a contemporary note.

Its warm amber accord combined with Lavender, sustainably sourced in Provence, and Vanilla, sustainably sourced from Madagascar creates a captivating evocative effect.



STRONGER WITH YOU INTENSELY | PG. 72

A viral sensation! Stronger With You Intensely is flying off the shelves! This spicy & ambery masculine fragrance is warm and intense. The scent combines spicy pink pepper, lavender, amber wood, and vanilla essence for an irresistible, intense and long-lasting experience.



STRONGER WITH YOU PARFUM | PG. 73

Ignite the senses with a bold fusion of leathery vanilla and warm spices. Spicy pink pepper and aromatic lavender dance with magnetic leathery vanilla and the comforting warmth of sugared chestnut. EMPORIO ARMANI Stronger With You parfum is a captivating scent that embodies confidence and leaves a lasting impression.

NEW!
LIMITED
DISTRIBUTION



CODE ELIXIR | PG. 82

A powerful new fragrance and the most concentrated within the ARMANI CODE range. Powerfully concentrated, with a fusion of ambery, leathery, and spicy notes that intertwines magnetic masculinity with captivating warmth.



ACQUA DI GIÒ EDT | PG. 77

One of the best selling men's fragrances in the world. Featuring marine notes, bergamot and Texan cedar, this is a fresh and clean interpretation of when the sea meets the shore.



MY WAY EDP | PG. 87

My Way Eau de Parfum is a floral vanilla fragrance that blends together bright bergamot scents, sparkling orange blossom, a fragrant flower bouquet of tuberose and jasmine, warm cedarwood, and sweet vanilla.

New This

JULY

AUG

SEPT

ARMANI CODE
ELIXIR

PG. 82

**LIMITED
DISTRIBUTION**



SKIN
TINT
PG. 34

PRIVE
CUIR
NU
PG. 98



Season

PRODUCT
TIMELINE

*LAUNCH TIMING & ASSORTMENT
MAY VARY BY RETAILER

OCT

NOV/DEC

STRONGER
WITH YOU
AMBER

PG. 71



★ macy's
EXCLUSIVE



HOLIDAY

PG. 102

GIORGIO ARMANI



BEHIND THE BRAND



ARMANI
beauty

BEHIND THE BRAND | GIORGIO ARMANI

BEHIND THE BRAND

Giorgio Armani

THE BRAND

OUR BRAND GOALS

*Armani designs mindful luxury beauty,
convinced that Less is More is the ultimate sophistication*

OUR BRAND MISSION

*Armani Beauty reveals the sophisticated style & charisma of tomorrow's World Citizen.
Acting with simplicity, efficiency & respect for the world.
Armani beauty is...*

powerful. sensual. dramatically simple.

THE STYLE

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



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



ARMANI FASHION SHOW | OCTOBER 2024

YOUR STYLE

REVEAL YOUR DISTINCTIVE STYLE.

Reveal by enhancing, never transforming.

*Achieve the winning equation
of unique designer identity and
professional makeup artist expertise*





HIROMI UEDA

Global Makeup Artist | @hiromi_ueda

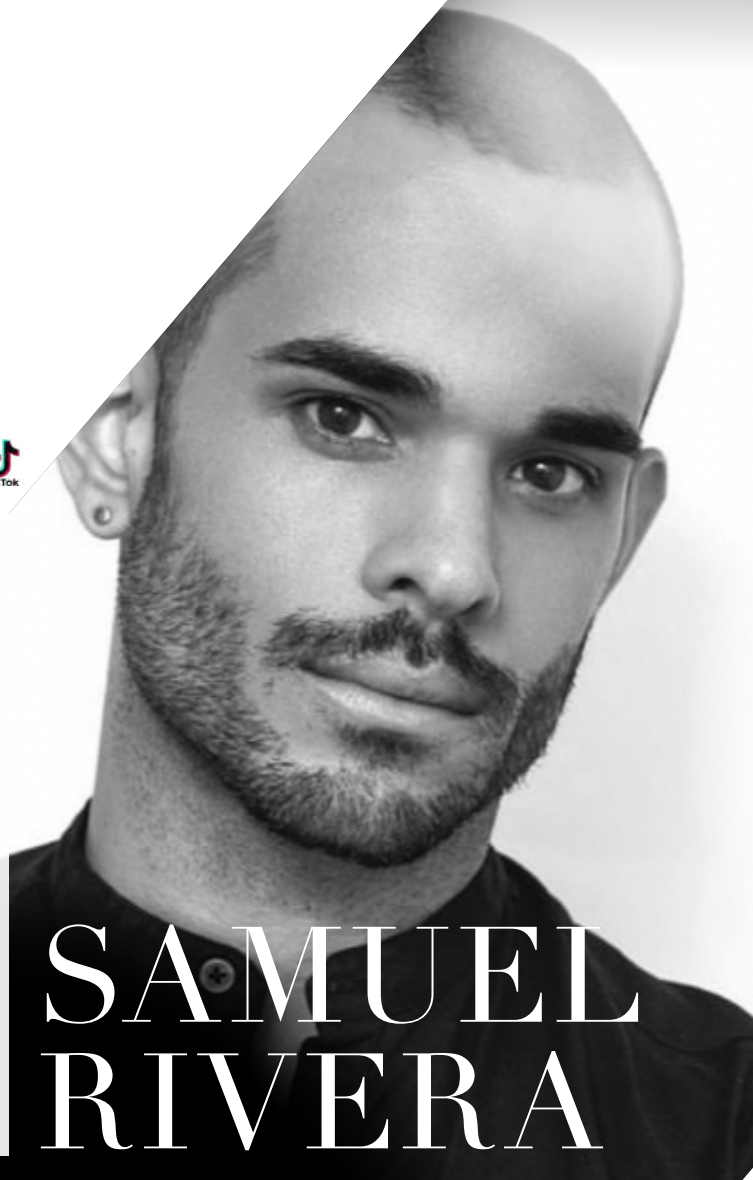
Born in Japan and now living in London, Hiromi Ueda is an internationally renowned make-up artist with endless talent and color expertise. Hiromi Ueda had collaborated with Giorgio Armani as a guest make-up artist and had worked on the make-up looks for the latest Armani/Privé, Giorgio Armani, and Emporio 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. Armani Beauty was created with the intention of making women and men empowered and more confident with themselves. Armani beauty is prestigious, thoughtful and the ultimate luxury in beauty. He is honored and thrilled to share with all of you the beauty of Giorgio Armani.

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



SAMUEL RIVERA

REGIONAL FACE DESIGNER TEAM

@iramsbeauty



IRAM QURESHI
FLORIDA

FAVORITE PRODUCTS:
SUPREME REVIVING LIGHT CREAM
& LUMINOUS SILK FOUNDATION

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

@wendyward_artistry



WENDY WARD
CHICAGO

FAVORITE PRODUCTS:
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
CALIFORNIA

FAVORITE PRODUCTS:
LUMINOUS SILK FOUNDATION
PRIVÉ PIVOINE SUZHOU

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

@t.briggsbeauty



TABETHA BRIGGS
TEXAS

FAVORITE PRODUCTS:
EYE TINT
& LUMINOUS SILK GLOW BLUSH

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

AVAILABLE IN SPANISH
DISPONIBLE EN ESPAÑOL

ONE Retail

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



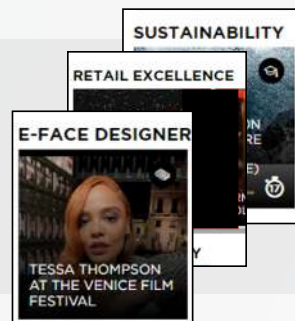
SCAN ME

TO REGISTER FOR ONE RETAIL

THE BRAND

KEEP UP-TO-DATE

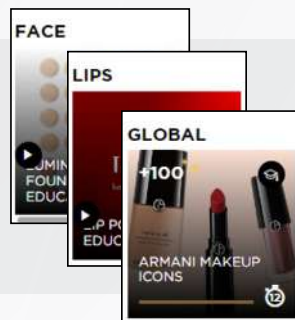
with the latest Armani fashion & faces. Learn more about our Vision for the Future & test your knowledge about the man behind the brand.



MAKEUP

COMPLETE E-LEARNING

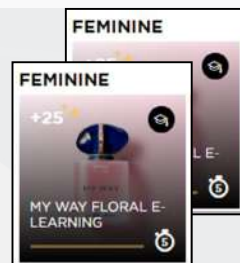
modules, quizzes & selling scenarios to earn points & gratis (when available).



FRAGRANCE

EDUCATION

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



SKIN CARE

NEED REFRESHERS ON THE METASCULPT 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



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
BENEFITS

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

SUPREME
REVIVING
CREAM

SUPREME
REVIVING LIGHT
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



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.

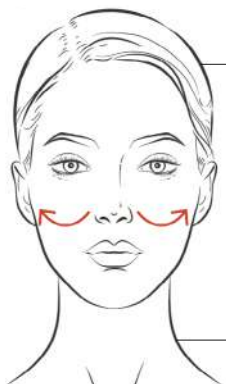
AT HOME TECHNIQUES METASCULPT™

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

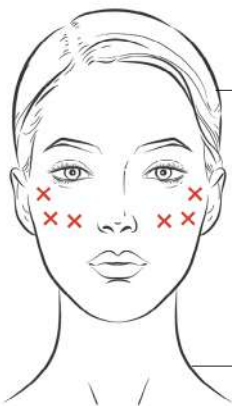
STEP#1



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

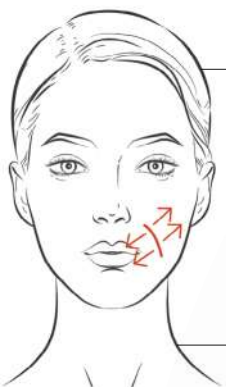
STEP#2



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



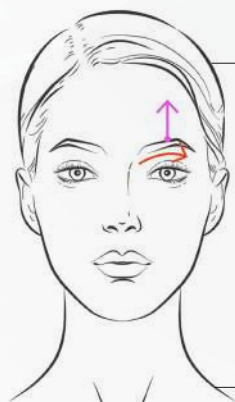
stimulate

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



THE EYE MASSAGE

STEP#1



lift

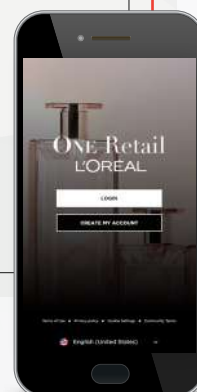
- Place one hand above the eyebrow to avoid creating lines on the forehead
- Use the index finger and lift the eyebrow zone with big slow and deep smoothing motions
- Start on the inside of the eye and go up until you have reached the end of the eyebrow
- Be careful to grab the orbicular muscle of the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

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:
FIRMING PLUMPING ESSENCE
CREMA NERA CREAM



ACQUA REVISCENTALIS REVIVING TREATMENT LOTION

SKINCARE | SRP \$160

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

BENEFITS | 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
CREMA NERA LIGHT TEXTURE



CREMA NERA FACE

REVISCENTALIS META CONCENTRATE ★



SKINCARE | SRP \$425

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

BENEFITS

ACCELERATES CELL RENEWAL
LIFTS AND FIRMS
EVENS SKIN TONE
SMOOTHS TEXTURE

TECHNOLOGY

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



PAIR WITH:
ACQUA REVISCENTALIS
CREMA NERA CREAM LIGHT TEXTURE

SUPREME REVIVING CREAM ★



SKINCARE | SRP \$440

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

BENEFITS

REVIVE
NOURISH
SOOTHES

TECHNOLOGY

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



PAIR WITH:
ACQUA PANTELLERIA
FIRMING PLUMPING ESSENCE

SUPREME REVIVING LIGHT CREAM★

SKINCARE | SRP \$440

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



BENEFITS

SOFTENS
SMOOTHES
FIRMS

TECHNOLOGY

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



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

SKINCARE | SRP \$280



AVAILABLE IN ALL STORES

ARMANI
beauty

CREMA NERA REFILL

ONLY AVAILABLE IN THE 50ML SIZE

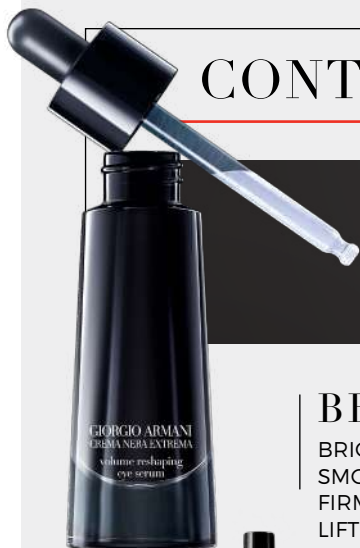
SKINCARE | SRP \$370

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



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, POTASIUM, 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



ARMANI
beauty

CREMA NERA
firming meta
eye treatment
GIORGIO ARMANI

CREMA NERA★ FIRMING META EYE TREATMENT

SKINCARE | SRP \$230

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

BENEFITS

ACCELERATES CELL RENEWAL
LIFTS
FIRMS
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





COMPLEXION



ARMANI
beauty

NEW!

SKIN TINT

LONGWEAR & CARE

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:

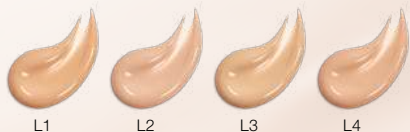
- To even-out the complexion with light coverage, apply 1-2 pumps of Skin Tint and blend in with fingers
- To build coverage, apply in even layers with a foundation brush
- For more targeted coverage on blemishes or dark spots, use Luminous Silk Concealer over the Skin Tint

FAIR



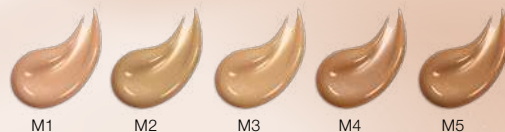
F1 F2 F3

LIGHT



L1 L2 L3 L4

MEDIUM



M1 M2 M3 M4 M5

TAN

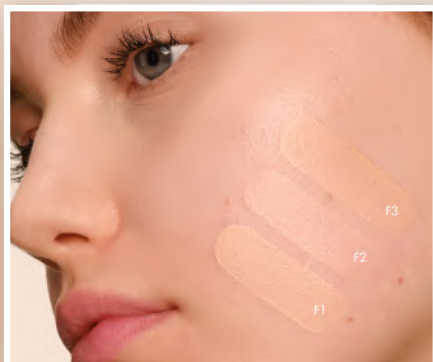


T1 T2 T3 T4

DARK



D1 D2 D3 D4



FAIR

F1 - F2 - F3



LIGHT

L1 - L2 - L3 - L4



MEDIUM

M1 - M2 - M3 - M4



WITH 3 EXCLUSIVE PEARLS



Infused with holographic pearl to have a diffuse light reflection



FOR ALL SKINTONES



Infused with silver pearl to give luminosity



FOR LIGHT & MED SKINTONES



infused with a warm pearl that give a warm reflective glow



FOR MED & DARK SKINTONES



NATURAL

LIGHTWEIGHT

MEDIUM BUILDABLE

MICRO-FIL
FOR A SEAMLESS
BLEND

CHARMUESE SILK

40 SHADES

FINISH

TEXTURE

COVERAGE

VS

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



DID YOU KNOW?

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

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

MICRO-FIL TECHNOLOGY

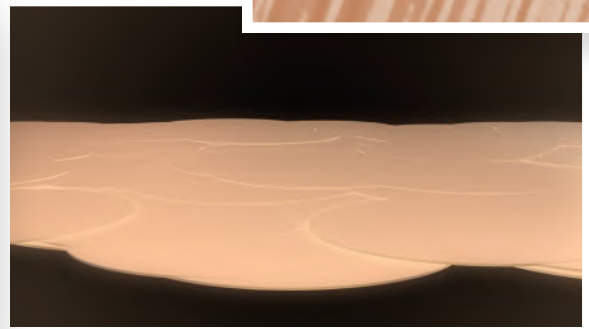
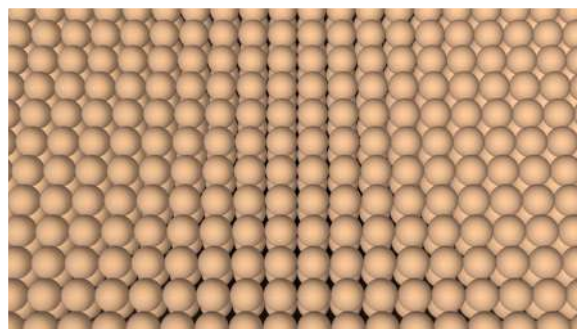
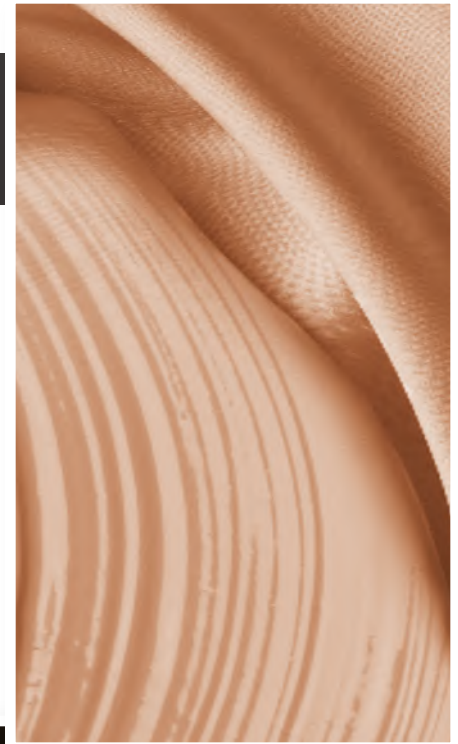


*“EACH TEXTURE IS LIKE AN
EVANESCENT WEAVE THAT REVEALS
THE NATURAL BEAUTY OF THE SKIN.
APPLYING MAKEUP IS ALL ABOUT
ENHANCING, NOT CONCEALING”*

Giorgio Armani

THE SECRET BEHIND LUMINOUS SILK

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



GOES FROM TRADITIONAL SPHERICAL INGREDIENTS TO FLAT

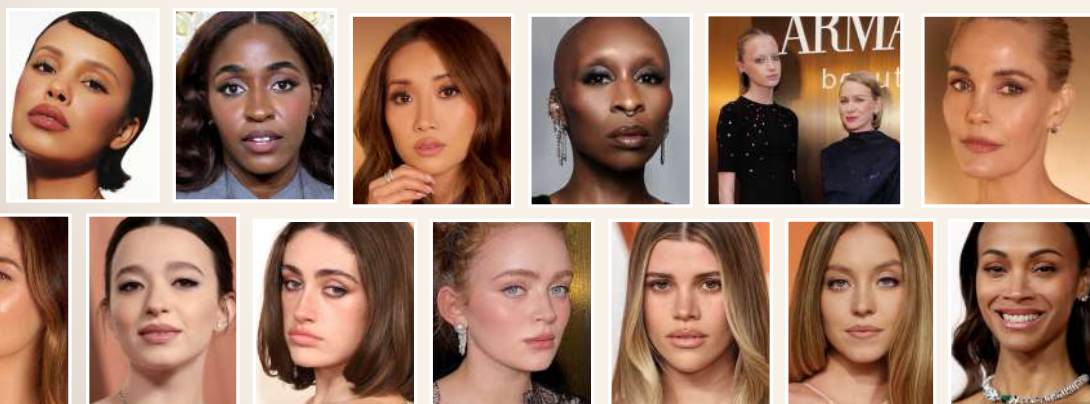


GIORGIO ARMANI

LUMINOUS SILK COLLECTION

ICONIC NATURAL
GLOW FOUNDATION

CHERISHED BY CELEBRITIES



CELEBRITIES

Alisha Boe, Ayo Edebiri, Brenda Song, Cynthia Erivo, Kai Schreiber & Naomi Watts, Leslie Bibb, Michelle Monaghan, Milkey Madison, Rachel Sennott, Sadie Sink, Sofia Richie, Sydney Sweeney, Zoe Saldana

CROWNED BY THE PRESS

MEDIA HIGHLIGHTS



INSTYLE.COM

March 2025

BEST FOUNDATION

"THE 2025 INSTYLE RED CARPET BEAUTY AWARDS"

Luminous Silk Foundation

INSTYLE.COM

May 2025

BEST CONCEALER

"BEST BEAUTY BUY AWARDS"

Luminous Silk Concealer



GOODHOUSEKEEPING.COM

April 2025

"ICONIC CONCEALER"

Luminous Silk Concealer

"FRESH LIQUID BLUSH"

IN "GOOD HOUSEKEEPING'S 2025 BEAUTY AWARDS"

Luminous Silk Cheek Tint

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



COSMOPOLITAN.COM

May 2025

"BEST LIQUID HIGHLIGHTER" IN

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

Luminous Silk Acqua Highlighter

ELLE.COM

June 2025

FIRST CLASS BEAUTY AWARDS"

Luminous Silk Creamy Bronzing Powder

BYRDIE.COM

June 2025

BEST LIQUID BLUSH IN "BEAUTY AWARDS"

Luminous Silk Cheek Tint

PRIZED BY THE MEDIA

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

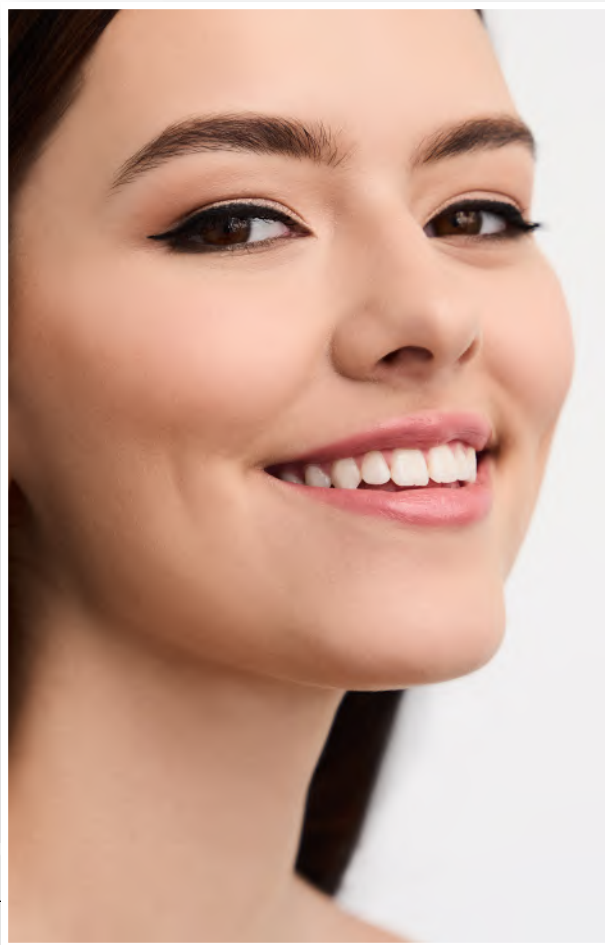
3. ENHANCE

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

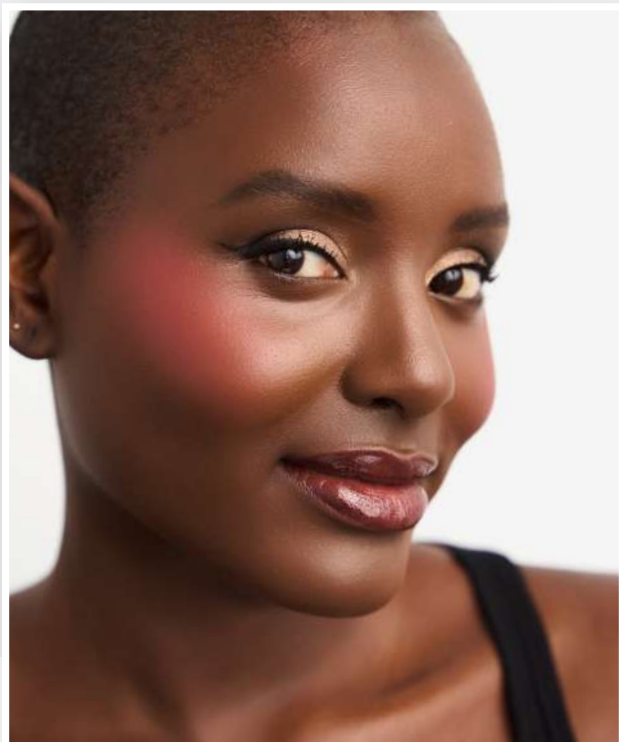
THE 5 MINUTE

HEALTHY GLOW

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



BLUSHED GLOW

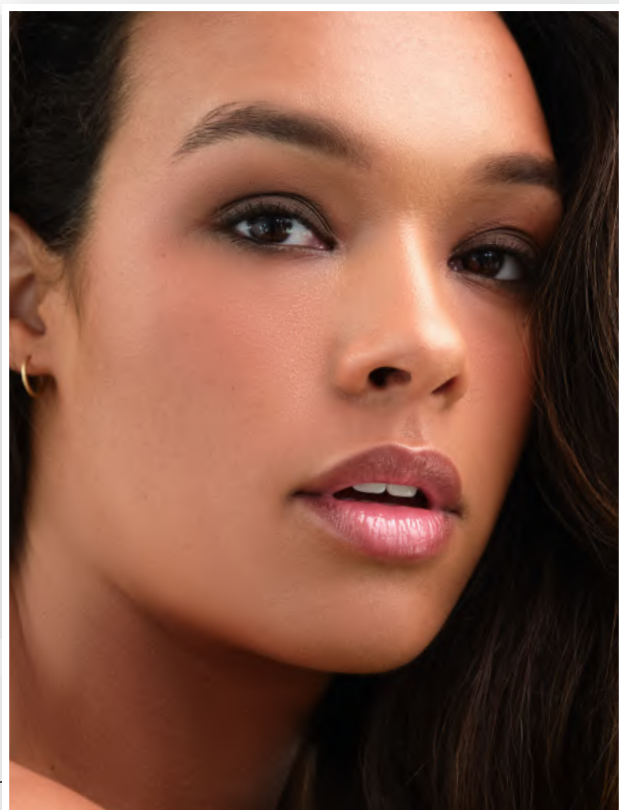


Makeup by Beck Morgan

- 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





FIND THE RIGHT FOUNDATION *for* YOUR CLIENT

ASK

WHAT KIND OF **COVERAGE**
WOULD YOU LIKE?

1 *sheer, medium or full*

WHAT KIND OF **FINISH**
WOULD YOU LIKE?

2 *luminous or matte*

PRIMERS



LUMINOUS SILK HYDRATING PRIMER

COMPLEXION | **SRP \$46**

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

BENEFITS

- HYDRATING
- SMOOTHING
- BOOST RADIANCE

FEATURES

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

PAIR WITH:

UNDER ANY MAKEUP REQUIRING A RADIANT FINISH AND HYDRATING FEEL



FLUID MASTER PRIMER

COMPLEXION | **SRP \$46**

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

BENEFITS

- MATTIFYING
- SMOOTHING
- WEIGHTLESS

FEATURES

- TRANSPARENT REFINERS SMOOTH AND REFINE THE SURFACE OF OILY SKIN

PAIR WITH:

UNDER ANY MAKEUP TO SMOOTH OR MATIFY MAKEUP RESULT





★ LUMINOUS SILK FOUNDATION

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

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

BENEFITS

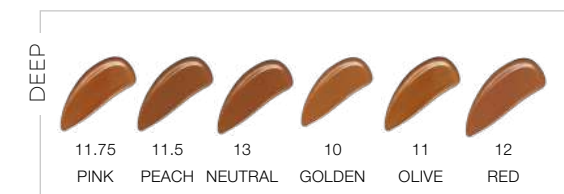
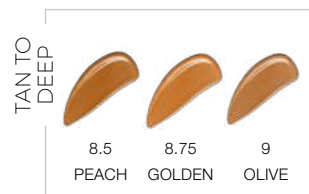
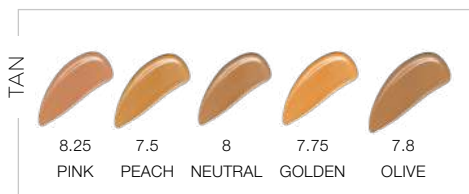
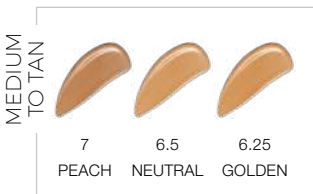
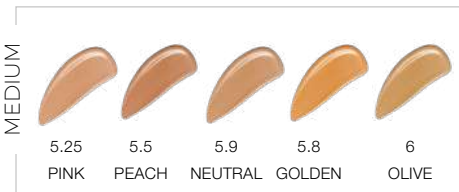
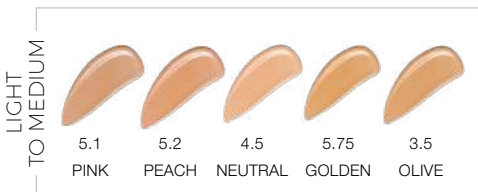
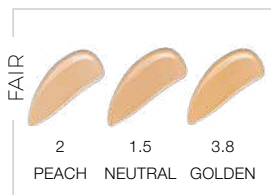
- INSTANTLY , BLURS, SMOOTHS & COVERS
- UP TO 24HR GLOW, WEAR AND HYDRATION
- 40 TRUE-TO-SKIN SHADES
- NATURAL FINISH
- MEDIUM BUILDABLE COVERAGE
- LIGHTWEIGHT

FEATURES

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



40 SHADES



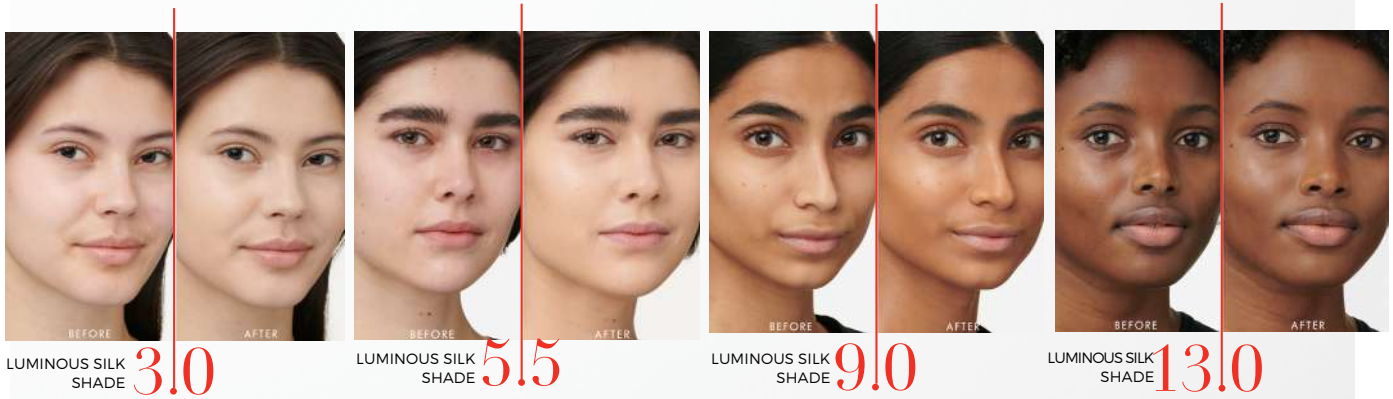
ARTISTRY TIP

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

WINNER OF OVER 40 INTERNATIONAL AWARDS



LUMINOUS SILK WEARABLES



WHEN TO SELL

THEY WEAR FOUNDATION 3 OR MORE DAYS A WEEK

THEY WANT THE MOST VALUE FOR THEIR PURCHASE

THEY CARE ABOUT SUSTAINABILITY

THEY HAVE TRIED LUMINOUS SILK BEFORE AND ARE REPLENISHING THE PRODUCT

THEY WILL NOT HAVE TO REPLENISH THEIR BOTTLE OF FOUNDATION FOR AT LEAST 5-6 MONTHS*

*(BASED ON ARMANI AVERAGE FOUNDATION USER)

full 30ml



VS

trial size 18ml



THEY HAVE NOT USED THE FOUNDATION AND ARE HESITANT TO PURCHASE

THEY ALREADY HAVE A 30ML AND WANT A TRIAL SIZE TO CARRY AND REFILL

THEY WANT A DEEPER/LIGHTER COLOR FOR A SHADE ADJUSTER*

*SUNLESS TANNING, VACATION, TIME OF YEAR

LUMINOUS SILK FOUNDATION TRIAL SIZE



COMPLEXION | 18ML - \$48

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





LUMINOUS SILK

HYDRATING AND BRIGHTENING CONCEALER

COMPLEXION | **SRP \$42**

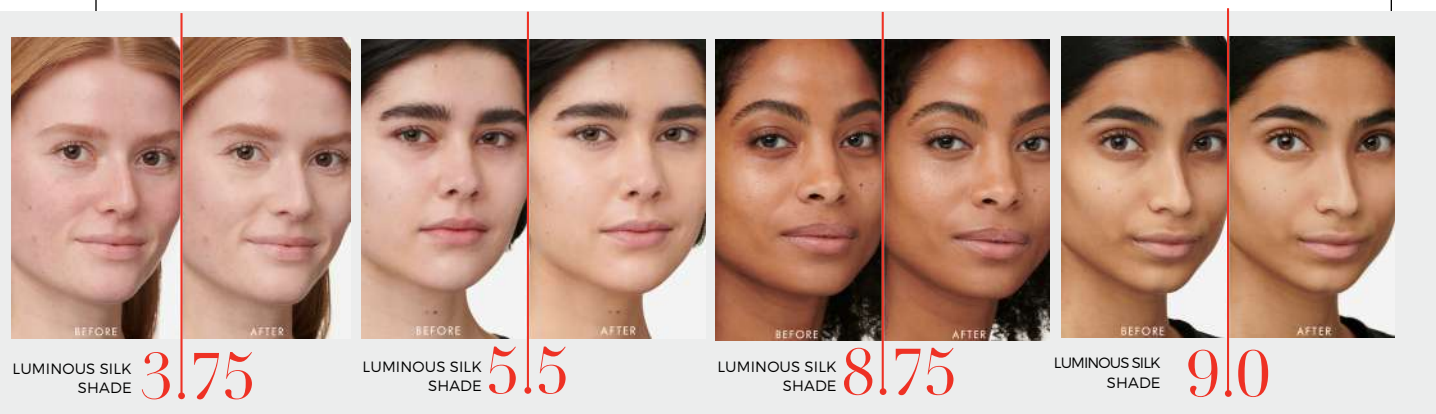
A MULTI-PURPOSE WEIGHTLESS CONCEALER THAT VISIBLY BRIGHTENS AND
BLURS IMPERFECTIONS WHILE DELIVERING 24HRS OF SMOOTHING HYDRATION

BENEFITS

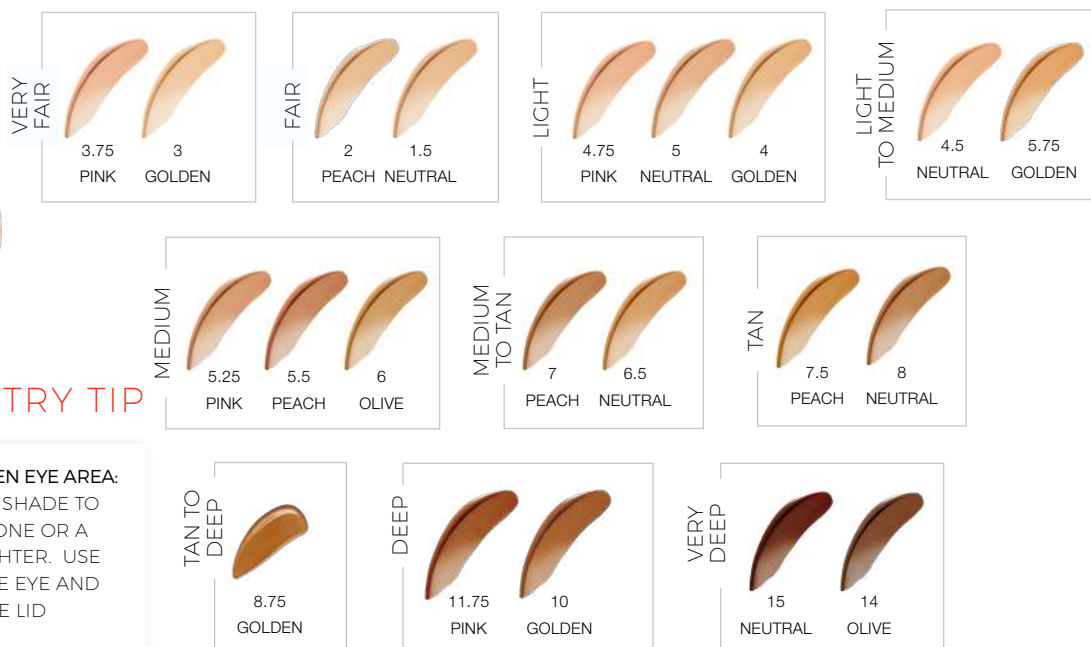
- MEDIUM BUILDABLE COVERAGE
- NATURAL RADIANT FINISH
- 24 HOURS OF HYDRATION
- LIGHTWEIGHT
- BRIGHTENS
- DE-PUFFS

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



21 SHADES



ARTISTRY TIP

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

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

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



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.



Makeup by Beck Morgan

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

TAKE ACTION! Our goal is to **SELL A CONCEALER** with **EVERY Luminous Silk Foundation** sale

LUMINOUS SILK

CHEEK TINT *SHINE*

COMPLEXION | **SRP \$39**

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



4 SHADES



42s
SUNLIT
SIENNA



50s
STARLIT
PEACH



53s
COSMIC
PINK

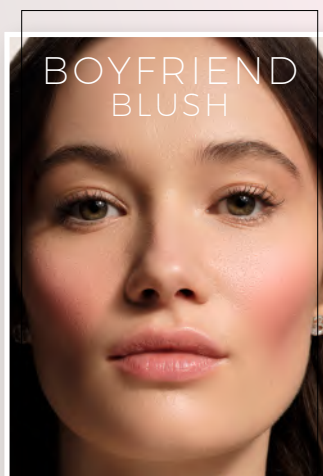


62s
MAGNETIC
MAUVE



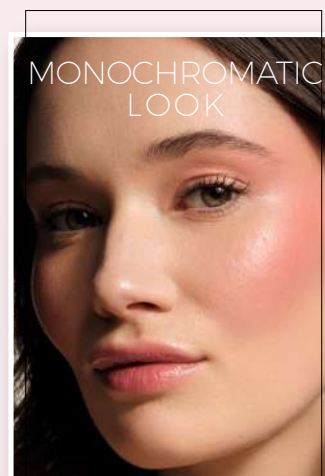
LIFTED
CHEEK EFFECT

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.

LUMINOUS SILK CHEEK TINT



COMPLEXION | **SRP \$39**

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

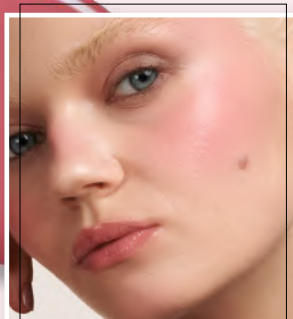
FEATURES

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

6 SHADES



#62 DELICATE MAUVE LUMINOUS SILK
A COLOR FOR ALL SKIN TONES



ON FAIR
SKIN



ON MEDIUM
SKIN



ON DEEP
SKIN



LUMINOUS SILK

GLOW BLUSH



COMPLEXION | **SRP \$40**

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

BENEFITS

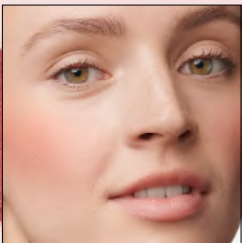
- LUMINOUS SILK GLOW FINISH
- 6 SKIN FLATTERING SHADES
- HEALTHY GLOW

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

PEACH BEIGE	CORAL & RED	PINK	PLUM
	 	  	 
11 IN LOVE	30 OFFBEAT 40 MANIA	★ 50 EUPHORIC ★ 51 AMORE ★ 52 ECSTASY	60 MYSTERY 61 DESIRE
	*SELECT RETAILERS	*SELECT RETAILERS	

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 \$39.00

SRP \$39.00



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

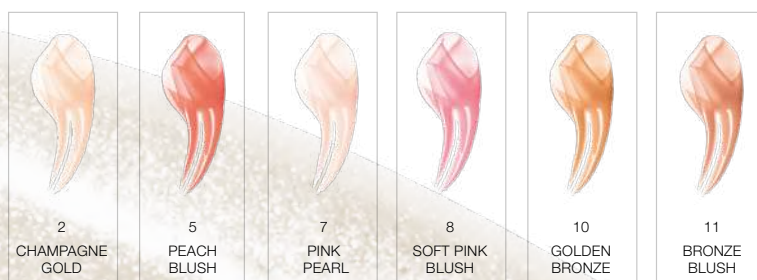
FEATURES

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



PAIR WITH:
LS GLOW BLUSH
LS FOUNDATION

6 SHADES



HIGHLIGHTERS

GEOGRAPHY



Fluid Sheer
SATIN



Luminous Silk Acqua Highlighter
PEARLY GLOW

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

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** CHEEK TECHNIQUE

CHEEK TINT 53, 62 AND ACQUA HIGHLIGHTER 1

Mix Cheek Tints 53 and 62 on the back of clean hand or palette. Apply the shade to the center of cheek and blend out to create a seamless finish. Apply 1 dot of Acqua highlighter 1 to the center of cheek and blend with the a firm blush brush.





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.



GIORGIO ARMANI
beauty



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
- POWERED BY PATENTED LUMINOUS SILK MICRO-FIL TECHNOLOGY: ALLOWS PIGMENTS TO INSTANTLY ADHERE AND LAY FLAT ON THE SKIN, FILLING IN FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND SKIN APPEARANCE
- INFUSED WITH CARING OILS FOR CREAMY TEXTURE AND SEAMLESS BLENDABILITY

PAIR WITH:

LUMINOUS SILK GLOW BLUSH
LUMINOUS SILK FOUNDATION



4 SHADES



90



100



110



120



POWER FABRIC+ FOUNDATION

Limited Distribution

COMPLEXION | **SRP \$70**

ULTRA LONGWEAR, WEIGHTLESS MATTE FOUNDATION SPF 25

BENEFITS

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

FEATURES

-MICRO-FIL™ TECHNOLOGY

A PROCESS OF REFINING HIGH QUALITY INGREDIENTS THAT SIT IN A TRANSPARENT BASE TO ENSURE THE FORMULA IS NEVER GREY OR ASHY. RESULTING IN A WEIGHTLESS FORMULA THAT LAYERS SEAMLESSLY SMOOTHING THE APPEARANCE OF THE SKIN.

-OIL-TO-POWDER TECHNOLOGY

OIL-TO-POWDER TRANSFORMATION FOR LONG WEAR AND TRANSFER RESISTANT FOUNDATION. THIS TECHNOLOGY ABSORBS EXCESS OIL WHILE NOT COMPROMISING RESULTS

-HIGH CONCENTRATION OF PURE PIGMENTS

PROVIDES HIGH COVERAGE WHILE PROVIDING A FLAWLESS COMPLEXION

30 SHADES



MULTI RETOUCH CONCEALER

COMPLEXION | **SRP \$44**

Limited Distribution

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

BENEFITS

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

FEATURES

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

18 SHADES



COMPLEXION

GEOGRAPHY

GLOW

Luminous Silk
foundation



Luminous Silk
concealer



MATTE

Power Fabric+
foundation



Power Fabric+
multi retouch concealer



LESS
COVERAGE

MORE
COVERAGE

RESULT

NATURAL
FINISH

NATURAL
FINISH

NATURAL MATTE
LIGHTWEIGHT
24-HOUR WEAR
TRANSFER RESISTANT
SPF25

NATURAL MATTE
LIGHTWEIGHT
24-HOUR WEAR
TRANSFER RESISTANT
SPF25

APPLICATION

BLENDER
BRUSH

BLENDER
BRUSH

BLENDER
BRUSH

BLENDER
BRUSH

COVERAGE

MEDIUM
BUILDABLE

MEDIUM
BUILDABLE

MEDIUM
TO
FULL

MEDIUM
TO
FULL

SRP \$69.00

SRP \$42.00

SRP \$70.00

SRP \$44.00

GO TO LAST PAGE TO NAVIGATE SHADE RANGE



Prisma Glass
GLASS-LIKE SHINE

HIGH SHINE
LOCKS IN
MOISTURE
GIVES FULLER
LOOKING LIP
NOT STICKY

SRP \$38.00



Lip Power Satin
SATIN

LONG LASTING
HIGHLY PIGMENTED
COMFORTABLE
SOFT-TOUCH
TEXTURE

SRP \$45.00



Lip Maestro
VELVET MATTE

LONG-LASTING
INTENSE & OPAQUE
VELVET MATTE FINISH
COMFORTABLE
TEXTURE

SRP \$45.00



Lip Power Matte
MATTE

LONG LASTING
HIGHLY PIGMENTED
COMFORTABLE
SOFT GLIDE
MATTE TEXTURE

SRP \$45.00



LIPS

G E O G R A P H Y

PRISMA GLASS

glass-like shine. prismatic finish.

WHAT IT IS

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

FORMULA

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

BENEFITS

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

FEATURES

- LOCK IN MOISTURE WITH 15% SQUALANE FOR 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 \$45**

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

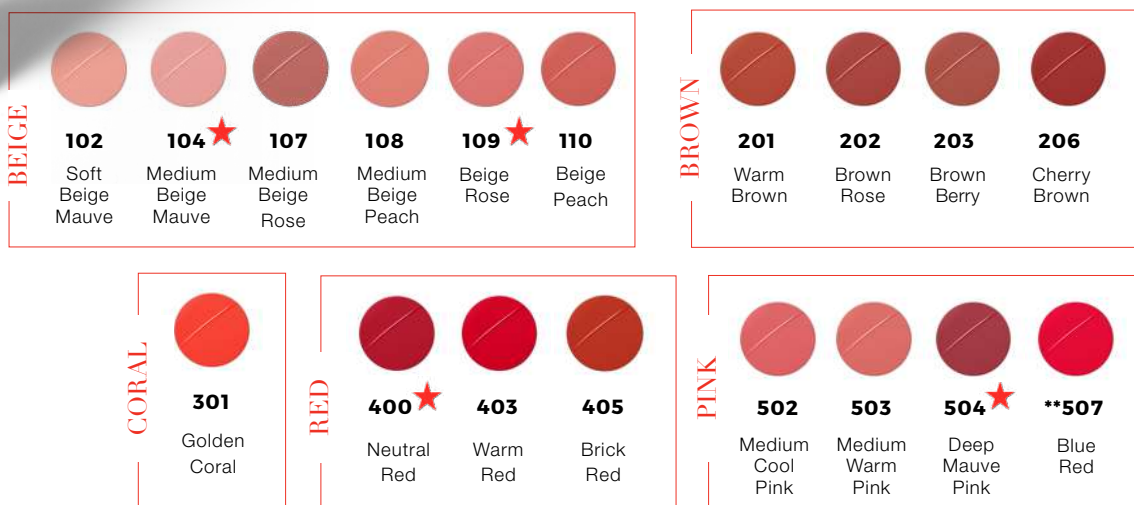
BENEFITS

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

FEATURES

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

18 SHADES (SATIN)



SHADE 109
BEST SELLER!

LIP POWER MATTE

LIPS | **SRP \$45**

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

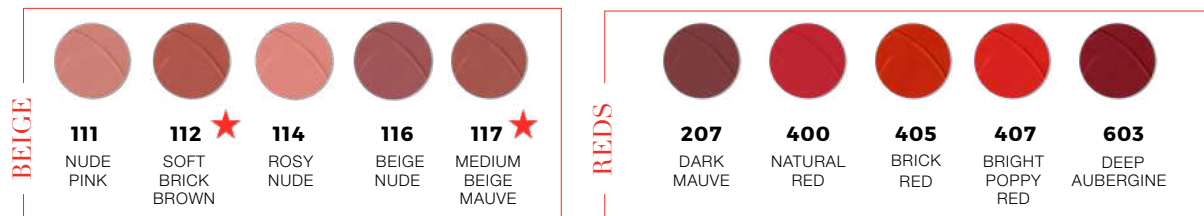
BENEFITS

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

FEATURES

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

10 SHADES (MATTE)



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

LIP TECHNIQUES

BOLDLY BALANCED

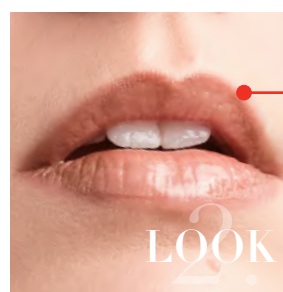


LIP POWER SATIN
206 AND 400

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

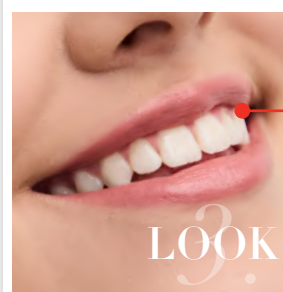


LIP POWER MATTE 111,
PRISMAGLOSS 07 NUDE GLOW

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 \$45

VELVET MATTE LIQUID LIP COLOR WITH LASTING HYDRATION

BENEFITS

- HIGH PIGMENT
- VELVET MATTE FINISH
- CREAMY TEXTURE

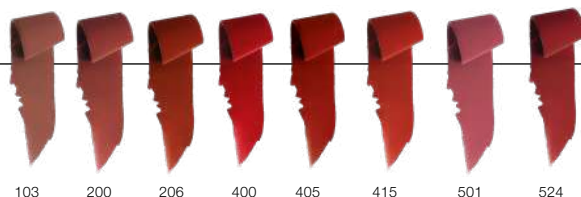
FEATURES

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

ARTISTRY TIP

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

12 SHADES



MEDITERRANEA COLLECTION



GEYES



EYE TINT

EYES | **SRP \$38**

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

BENEFITS

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



FEATURES

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

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

ARMANI BEAUTY 65

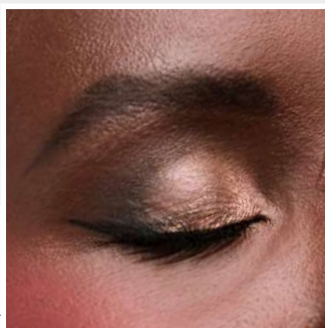
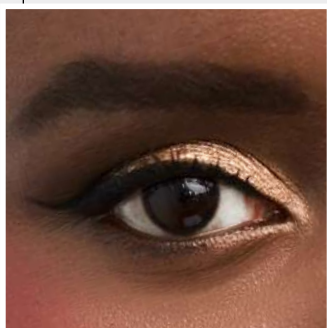
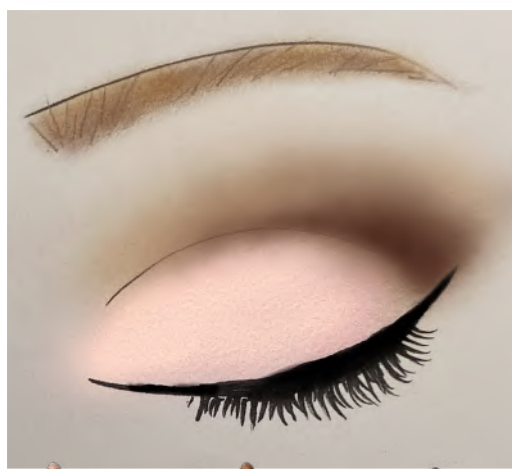
GIORGIO ARMANI

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

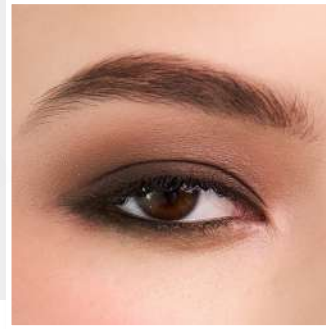
99M EBONY

All makeup looks by Beck Morgan



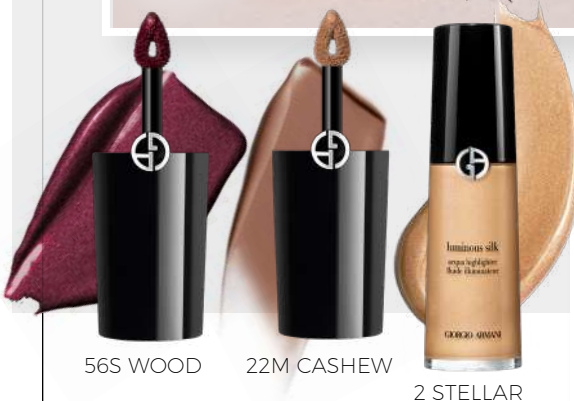
SOFT & SMOKY

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.



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 ACQUA HIGHLIGHTER TO THE BROWBONE AND INNER CORNER OF EYE.
5. COMPLETE THE LOOK WITH MASCARA.



VERTIGO LIFT

MASCARA | LENGTH LIFT LIMITLESS

A LENGTHENING MASCARA FOR +70% VISIBLY LONGER LASHES WITH LIFTED, CURLED 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

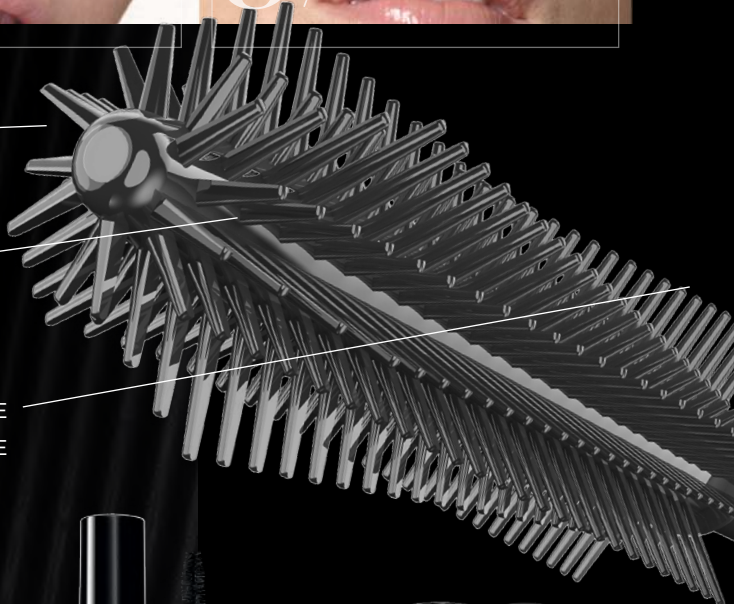
GET GRITTY, INTENSE LENGTH. APPLY MULTIPLE LAYERS RIGHT AFTER EACH LAYER TO CREATE A DRAMATIC EFFECT.



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
*SOLD SEPARATELY
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

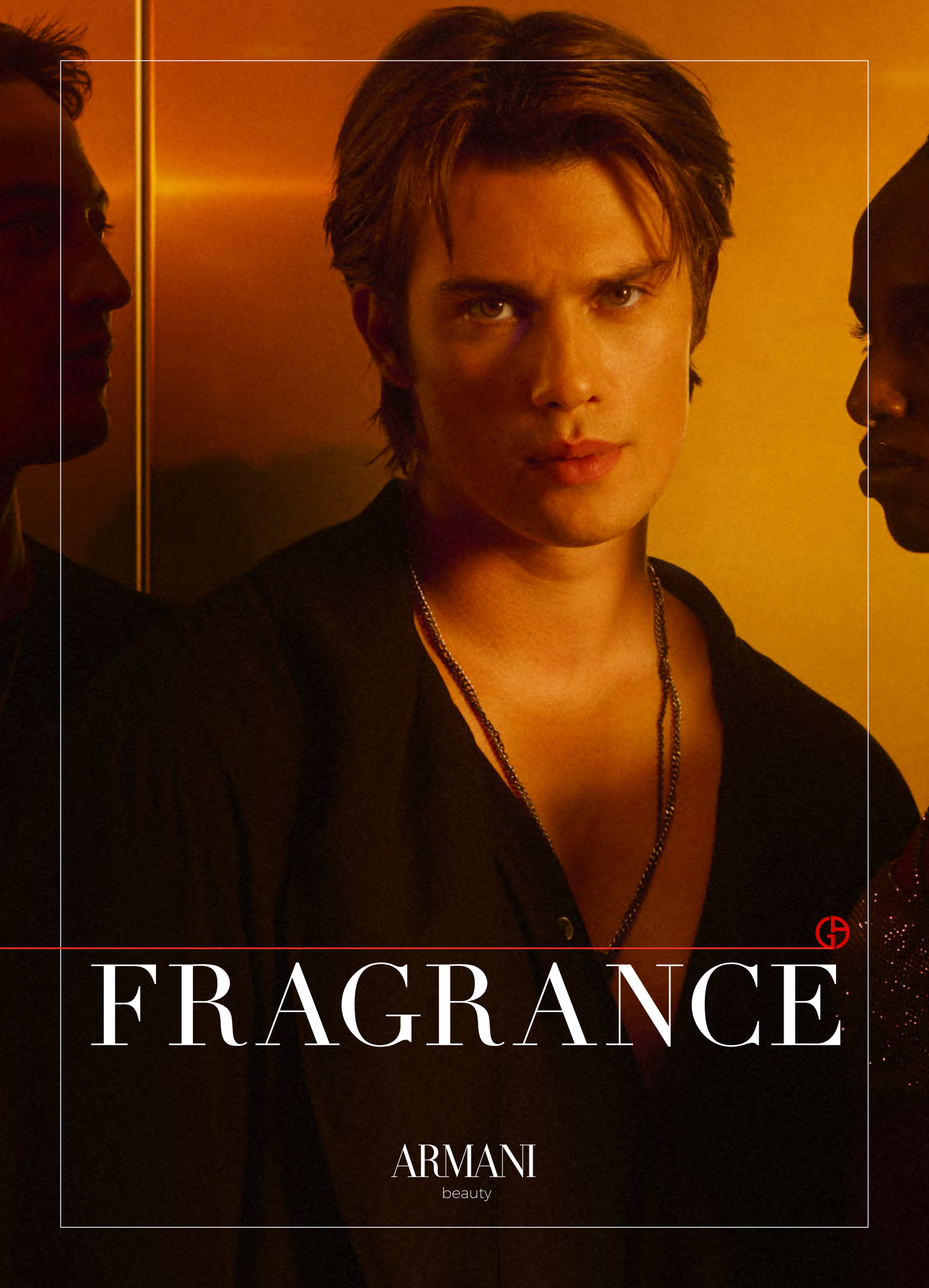
MULTI-BENEFIT
DEFINITION
24H
WATERPROOF

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



FRAGRANCE

ARMANI
beauty

100 ML \$135

★ macy's EXCLUSIVE

EMPORIO ARMANI
STRONGER
WITH YOU
AMBER

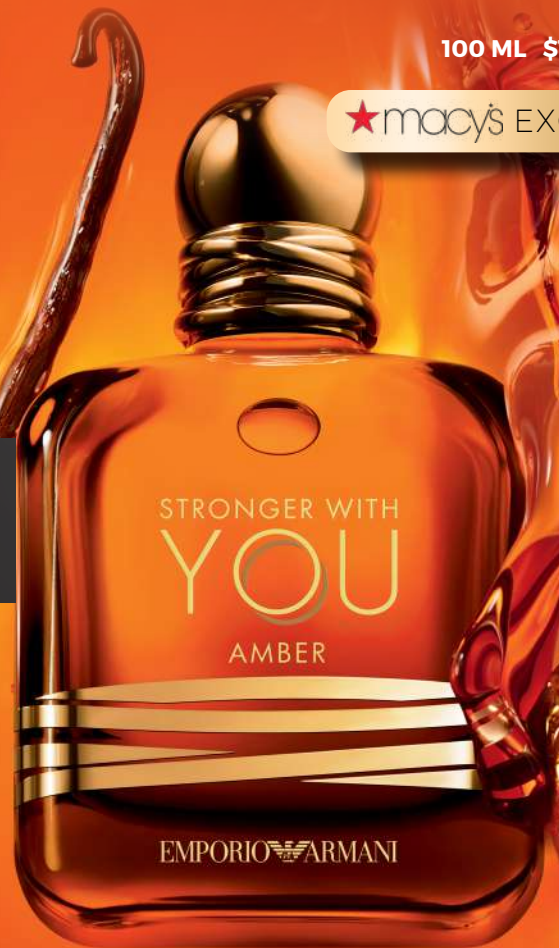
INTENSITY ●●●○

RADIANT & CAPTIVATING **NEW!**

TOP NOTES
LAVENDER

HEART NOTES
AMBER ACCORD

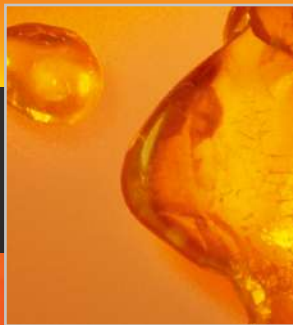
BASE NOTES
VANILLA



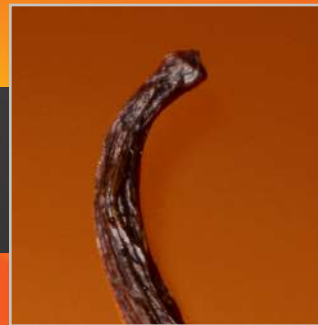
STRONGER WITH YOU AMBER is the new exclusive fougère ambery fragrance that infuses the sensual signature of STRONGER WITH YOU with a contemporary and sensual Amber note. Its warm amber accord combined with Lavender, sustainably sourced in Provence, and Vanilla, from Madagascar creates a captivating evocative effect.



LAVENDER



AMBER ACCORD



VANILLA

FOUGERE
AMBERY

EMPORIO ARMANI
**STRONGER
WITH YOU
INTENSELY**

EAU DE PARFUM
INTENSITY ●●●○

**A
VIRAL
SUCCESS!**

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

*AVAILABLE ONLY
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
top note



lavender
heart note



amber wood & vanilla
base note

**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!"

EMPORIO ARMANI
STRONGER
WITH YOU
PARFUM

INTENSITY ●●●●●

50 ML \$115
100 ML \$140

MAGNETIC
& SPICY

TOP NOTES
MANDARIN & PINK PEPPER

HEART NOTES
LAVENDER & SAGE

LEATHERY VANILLA &
SUGAR COATED CHESTNUT

Ignite the senses with a bold fusion of LEATHERED VANILLA and warm spices. Spicy pink pepper and aromatic lavender dance with magnetic leathery vanilla and the comforting warmth of sugared chestnut. EMPORIO ARMANI Stronger with you parfum is a captivating scent that embodies confidence and leaves a lasting impression.



mandarin & pink pepper
top note



lavender & sage
heart note



Leather accord, vanilla & chestnut accord
base note

FOUGERE
AMBERY
LEATHERY

STRONGER WITH YOU



STRONGER WITH YOU
EAU DE TOILETTE

STRONGER WITH YOU INTENSELY
EAU DE PARFUM

STRONGER WITH YOU ABSOLUTELY
PARFUM

STRONGER WITH YOU
PARFUM

INTENSITY

●●○○

●●●○

●●●●

●●●●

WHAT IS THE SPIRIT OF THE SCENT?

YOUTHFUL
AND VERSATILE

WARM AND
IRRESISTIBLE

DECEDENT AND
ENTITICING

MAGNETIC AND
SPICY

SCENT FAMILY

FOUGERE
WOODY

FOUGERE
WOODY AMBER

FOUGERE
AMBERY

FOUGERE
AMBERY LEATHERY

THE NOTES

CHESTNUT ACCORD
LAVENDER & TENDER SAGE
VANILLA

PINK PEPPER
LAVENDER
AMBER WOOD & VANILLA

RUM ACCORD
LAVENDER
CEDAR WOOD & VANILLA

PINK PEPPER
LAVENDER
LEATHERY VANILLA &
SUGAR COATED CHESTNUT



EMPORIO  ARMANI

★ macy's EXCLUSIVE



NEW!

STRONGER WITH
YOU AMBER
PARFUM

INTENSITY

●●●○

THE SPIRIT OF THE SCENT?

RADIANT AND
CAPTIVATING

SCENT FAMILY

FOUGERE
AMBERY

THE NOTES

LAVENDER
AMBER ACCORD
VANILLA



NICHOLAS GALITZINE @NICHOLASGALIT



AARON TAYLOR-JOHNSON
@AARONTAYLORJOHNSON

AARON TAYLOR-JOHNSON

ACQUA DI GIÒ

EAU DE TOILETTE

WHEN THE SEA
MEETS THE SHORE

TOP NOTES

MARINE NOTES & BERGAMOT

HEART NOTES

JASMINE & CEDARWOOD

BASE NOTES

WHITE MUSK & PATCHOULI

- FRESH
- RELAXED

CITRUS
AQUATIC

30ML \$62
50ML \$99
100ML \$130
200ML \$175
150ML REFILL \$136



ACQUA DI GIÒ - *A fragrance designed to last*

1. CONSCIOUSLY sourced ingredients

Sustainably
Sourced

Decent working conditions
Fair price to the farmers
Ecosystem preservation

ACQUA DI GIÒ

GIORGIO ARMANI

2. RESPONSIBLY refillable



100% Refillable
Innovation & Easy-to-use

3. FOREST preservation programs



Approximately 168 football
fields worth of rainforest have
been preserved

COMMITMENT TO SUSTAINABILITY



CONNECTION TO NATURE

ACQUA DI GIÒ



refillable
ACQUA DI GIÒ
EAU DE TOILETTE



ACQUA DI GIÒ
EAU DE PARFUM



refillable
ACQUA DI GIÒ
PARFUM

INTENSITY

●●○○

●●●○

●●●●

WHAT IS THE INSPIRATION

WHEN THE SEA
MEETS THE SHORE

THE INFINITE
HORIZON

THE POWERFUL SENSATION
OF NATURE

WHAT IS THE SPIRIT OF THE SCENT?

FRESH & RELAXED

ENERGIZING & INFINITELY FRESH

DEEP & INTENSE

SCENT FAMILY

CITRUS
AQUATIC

WOODY
AROMATIC AQUATIC

WOODY
AQUATIC AROMATIC

THE NOTES

MARINE NOTES & BERGAMOT
JASMINE & CEDARWOOD
WHITE MUSK & PATCHOULI

MARINE NOTES
GREEN MANDARIN
SAGE, VETIVER & PATCHOULI

MARINE NOTES & BERGAMOT
SAGE & ROSEMARY
PATCHOULI & INCENCE





refillable
PROFONDO
EAU DE PARFUM



limited release
PROFONDO
PARFUM



ELIXIR

INTENSITY



WHAT IS THE INSPIRATION

THE DEEP
SEA

THE DEPTHS OF
FRESHNESS

THE NEW ULTIMATE
INTENSITY OF THE SEA

WHAT IS THE SPIRIT OF THE SCENT?

INVIGORATING & DEEP

LONG-LASTING & MYSTERIOUS

EVERLASTING & MYSTICAL

SCENT FAMILY

FOUGERE
AROMATIC AQUATIC

AROMATIC
AQUATIC

WOODY AQUATIC
LEATHERY

THE NOTES

MARINE NOTES & GREEN MANDARIN
LAVENDER & ROSEMARY
PATCHOULI & CEDARWOOD



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



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



REWRITE THE code

WITH CODE ELIXIR



limited distribution

STORY

Introducing ARMANI CODE ELIXIR, a powerful new fragrance and the most concentrated within the ARMANI CODE range. Powerfully concentrated, ARMANI CODE ELIXIR is a fusion of ambery, leathery, and spicy notes that intertwines magnetic masculinity with captivating warmth. A SCENT THAT REIMAGINES ARMANI CODE WITH AN INTRIGUING NEW INTENSITY.

WORDS TO SELL

"Wanting a scent that commands attention? Armani Code Elixir has this magnetic effect, the kind of fragrance that draws people in, leaving a lasting impression wherever you go."

"Experience the power Armani Code at its most concentrated and with the new POWERFUL intensity, ARMANI CODE ELIXIR."

"ARMANI CODE ELIXIR is the perfect scent for a night out with its intriguing blend of sensuality and warmth to leave a lasting impression."

50 ML \$165

PRECIOUS DEEP BLACK
INTERIOR LACQUERING

ELEGANT SILVER LOGO

EXCLUSIVE 50ML FORMAT



CONCENTRATED – MAGNETIC - CAPTIVATING

TOP NOTES

The fragrance opens with a bold, invigorating fusion of citrus and spice accords, ignited by green mandarin from Calabria, Italy.



HEART NOTES

At the heart of the fragrance a captivating liquor accord unfolds, its elegance intertwined with sweet, balsamic myrrh. Binding these notes together is a dark, smoky leather accord.

BASE NOTES

The intensity of the fragrance unfolds into a distinctive sensuality, anchored by its elegant, powerful base. The signature grilled tonka bean, a hallmark of ARMANI CODE, deepens into a richer sensuality.



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



NEW!
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

EAU DE PARFUM

30ML - \$99
50ML - \$140
90ML - \$170
150 ML REFILL - \$147

I AM
WHAT I LIVE

TOP NOTES
BERGAMOT

HEART NOTES
TUBEROSE AND JASMINE

BASE NOTES
VANILLA AND CEDARWOOD

- FRESH
- VIBRANT
- CAPTIVATING
- FLORAL
WOODY



1. CONSCIOUSLY
SOURCED INGREDIENTS



ORANGE BLOSSOM FROM EGYPT
TUBEROSE FROM INDIA
VANILLA FROM MADAGASCAR

SOCIO-ECONOMIC
IMPROVEMENT FOR
LOCAL COMMUNITIES
AND FARMERS

MY WAY

COMMITMENTS TO BE
SUSTAINABLE

2. REFILLABLE BOTTLE

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

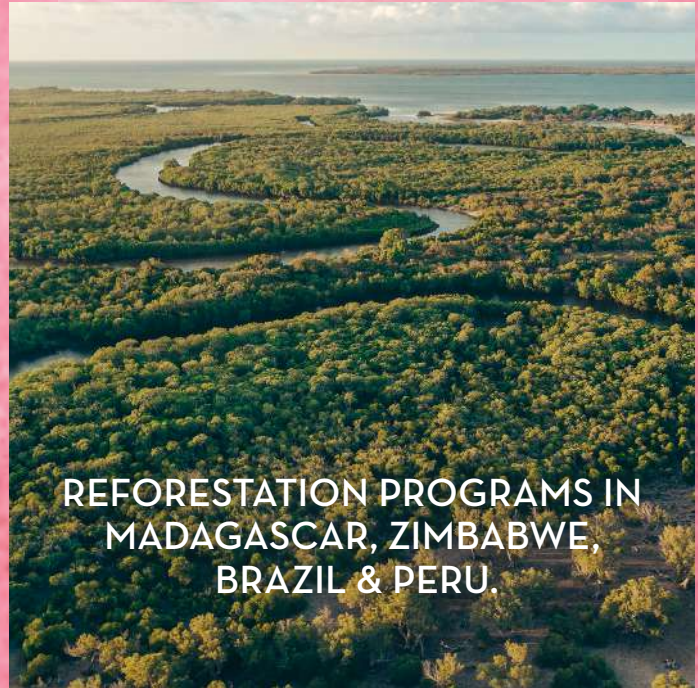
ALL FORMATS
ARE REFILLABLE
REFILLING YOUR
FRAGRANCE SAVES:



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

3. REFORESTATION PROGRAMS

REFORESTATION PROGRAMS IN
MADAGASCAR, ZIMBABWE,
BRAZIL & PERU.



50,000 TREES
HAVE BEEN PLANTED
TO PRESERVE CRITICAL
FOREST



MY WAY



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



refillable

MY WAY
PARFUM

INTENSITY



WHAT IS THE SPIRIT OF THE SCENT?

SENSUAL, ENVELOPING,
WARM

FLORAL, SWEET,
INTENSE

SCENT FAMILY

WARM FLORAL

FLORAL SWEET

THE NOTES

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

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



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





DID YOU KNOW?

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

GIORGIO ARMANI



ARMANI / PRIVE

Haute Couture Fragrances

HAUTE
COUTURE

NATURE

ART
PIECES

CULTURE

CRAFTMANSHIP

PRIVE

ARMANI / PRIVE
Haute Couture Fragrances

STORY

Simple, pure and elegant structure, less is more.

Rare ingredients, crafted as precious fabrics

Beautiful ingredients, carefully sourced for their unique quality.

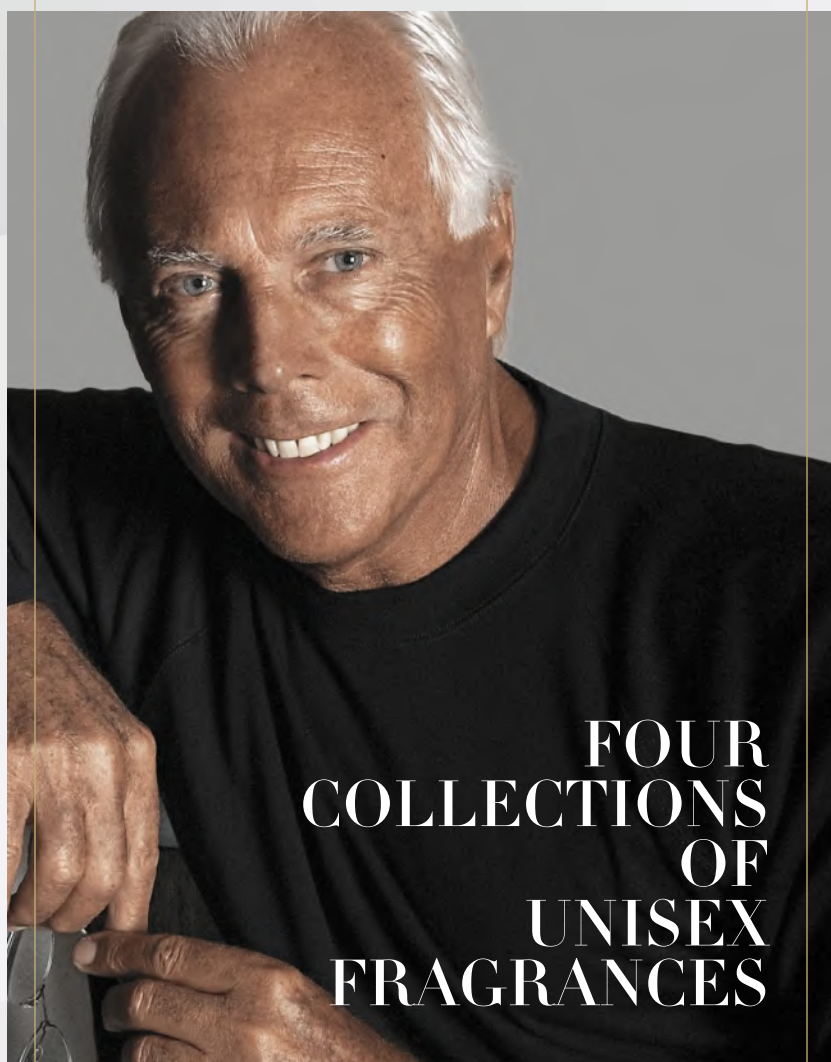
A clear focus on one ingredient

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

Contrasted masterpieces between sleek lines & curves

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

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



FOUR COLLECTIONS OF UNISEX FRAGRANCES

PRIVÉ

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.



LES EAUX

FRESH & VIBRANT



LA COLLECTION

DARING & ENVELOPING



LES MILLE ET UNE NUITS

SENSUAL & OPULENT



LES TERRES PRÉCIEUSES

RICH & UNEXPECTED

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

FRAGRANCE | ARMANI PRIVE - CUIR NU

100 ML \$330

ARMANI / PRIVE CUIR NU

PARFUM

INTENSITY ●●●●

NEW! ELEGANT
& SENSUAL



TOP NOTES
SMOKY COFFEE
DEEP & UNEXPECTED



HEART NOTES
ROSE
ELEGANT & OPULENT



BASE NOTES
LEATHER ACCORD
SENSUAL & POWERFUL

Cuir nu, captures the purity of leather, intertwined with the richness of rare and exotic ingredients like rose & coffee..
Noble Ingredient: **Leather**

INSPIRATION: HERITAGE OF LEATHER
CRAFTSMANSHIP

AMBERY
LEATHERY
SPICY



THE STORY:

Inspired by the Italian Heritage of leather craftsmanship, CUIR NU is a sensorial journey from Venezia to the world: a bridge between Giorgio Armani's Italian origins and his eastern inspirations.

ARMANI PRIVE



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



PIVOINE
SUZHOU

FLORAL
ROSY PEONY
SPARKLING
& DELICATE

CHINESE GARDENS
OF SUZHOU



ROSE
MILANO

CHYPRE FLORAL
DAMASCENA ROSE
JOYFUL
& SENSUAL

THE CITY
OF MILAN



SANTAL
DAN SHA

WOODY SPICY
SANDALWOOD
WARM
& CREAMY

CHINESE IMPERIAL
GARDENS



GARDÉNIA
ANTIGUA

WHITE FLORAL
MUSKY GARDENIA
LUMINOUS
& VOLUPTUOUS

THE ISLAND
OF ANTIGUA



ORANGERIE
VENISE

CITRUS
BIGARADE ORANGE TREE
FRESH
& ELEGANT

VENETIAN
ORANGERY

SCENT FAMILY
KEY NOTE
KEY WORDS

INSPIRATION



JASMIN
KUSAMONO

FLORAL GREEN
JASMINE SAMBAC
BRIGHT
& TRANSPARENT

THE ANCIENT ART
OF JAPANESE
BONSAI.



THÉ
YULONG

CITRUS WOODY
BLACK & GREEN TEA
FRESH
& SMOKEY

YULONG
MOUNTAINS OF
CHINA



CYPRES
PANTELLERIA

CITRUS
CYPRESS TREE
ENERGETIC
& VIVACIOUS

ISLAND OF
PANTELLERIA



VETIVER
D'HIVER

EARTHY & WOODY
VETIVER
ELEGANT
& FRESH

WINTER GARDENS
OF SAINT
PETERSBURG



FIGUIER
EDEN

CITRUS & WOODS
GREEN FIG
LUMINOUS
& VELVETY

ITALIAN SUMMER
IN ISCHIA

SCENT FAMILY
KEY NOTE
KEY WORDS

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

WOODY
WHITE FRANKINCENSE
SHARP
& SPIRITUAL

INSPIRATION

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 **NEW!**

SCENT FAMILY
KEY NOTE
KEY WORDS

FLORAL WOODY AMBER
DAMASCENA ROSE
ENCHANTING
& VOLUPTUOUS

LEATHER
SAFFRON ACCORD
WARM
& ADDICTIVE

WOODY
OUD WOOD
MAJESTIC
& DEEP

FLORAL MUSKY
WHITE MUSK
ENVELOPING
& SENSUAL

AMBER WOODY LEATHER
LEATHER
SENSUAL
& WARM

AMBERY LEATHER
LEATHER
ELEGANT
& SENSUAL

INSPIRATION

SENSUALITY

SENSUALITY OF
LEATHER ON SKIN

AN EXOTIC
DREAM

WIND ACROSS THE
SAND DUNES OF
THE DESERT

MYTHICAL OASIS OF
ZERZURA

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

FLORAL
WHITE LILY
MAJESTIC
& DEEP

FLORAL
TUBEROSE
WARM
& OPULENT

AMBER WOODY
HONEYED TOBACCO
SENSUAL
& CAPTIVATING

WOODY FLORAL
SALTED VANILLA
EXOTIC
& SPICY

SPICY AMBER
SPICED COFFEE
WARM
& SPICY

WOODY AMBER
WHITE PATCHOULI
CREAMY
& WOODY

EARTHY LEATHER
VITIVER
SMOKY
& BOLD

JASMINE MUSK
WHITE MUSK
ENVELOPING
& LUMINOUS

INSPIRATION

RUSSIA

RUSSIA

INDIA

INDIAN OCEAN

AFRICA

AFRICA

JAPAN

JAPAN

IT'S THE SEASON

THIS SEASON, UNWRAP GLAMOROUS BEAUTY SETS:
LUXURIOUS FAVORITES AT INCREDIBLE VALUE



EYE SET

VERTIGO MASCARA (FULL SIZE)
+ EYE TINT 67S + EYE TINT 22
SRP \$82/VALUE \$108 (26%)

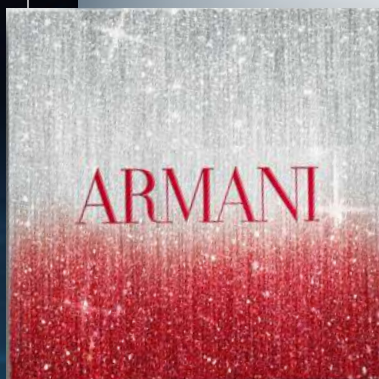


BLUSH AND SHINE SET

CHEEK TINT 62 DELICATE MAUVE
+ CHEEK TINT SHINE
50S COSMICCRUSH
SRP\$62/ VALUE \$78 (23%)



FEMININE



MY WAY EDP V90 + V10 + BL50
SRP \$178 (+3%)
VALUE \$219 (22%)



MY WAY EDP V30 + V10
SRP \$105 (+5%)
VALUE \$131 (24%)



WOMEN'S DISCOVERY V10
MY WAY EDP - GIOIA - SI PASSIONE
SRP \$75 (flat)
VALUE \$108 (31%)



GIOIA EDP V30 + V10
SRP \$85
VALUE \$106 (23%)



GIOIA EDP V100 + V10 + BL50
SRP \$150
VALUE \$179 (23%)



SI PASSIONE V100 + V10 + LOTION 50M
SRP \$182
VALUE \$224 (22%)



MASCULINE



ADGH EDT V100+V30
SRP \$139
VALUE \$182 (29%)

★macy's



ADGH EDT V200+V30
SRP \$184
VALUE \$227 (23%)

NEW
US ONLY



ADGH EDT V50 + V15
SRP \$100
VALUE \$125 (21%)



ADGH PROF V100+V15
SRP \$160
VALUE \$188 (20%)



ADGH V15 PARF+PROF+EDT
SRP \$80 (flat)
VALUE \$121 (34%)



CODE EDT V125 + V15 + SG75
SRP \$150 (+4%)
VALUE \$194 (25%)



CODE EDP V75+V15
SRP \$145 (+3%)
VALUE \$209 (21%)



SWY INT V100 + V15
SRP \$135
VALUE \$148 (16%)



SWY PARF V100 + 15
SRP \$145
VALUE \$161 (16%)



V15 (EDT + INTENSELY + PARFUM)
SRP \$65
VALUE \$85 (24%)



BRAND
ENGAGEMENT
& CLIENT
EXPERIENCE



THE CERTIFICATION PROGRAM

ARMANI
beauty

The Armani beauty certification program is designed to strengthen the Face Designers' expertise, engagement and tenure at Armani beauty.

IT CONSISTS OF 3 LEVELS:

1. Face Designer
2. Senior Face Designer
3. Expert Face Designer

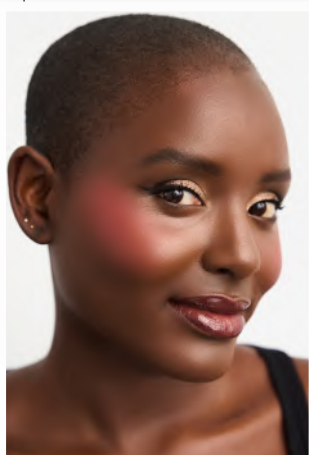
Master these looks and techniques to be fully prepared for certification and unlock new opportunities.

Certification eligibility based on brand tenure, sales goal attainment and exemplary brand representation including consistent adherence to the dress code.

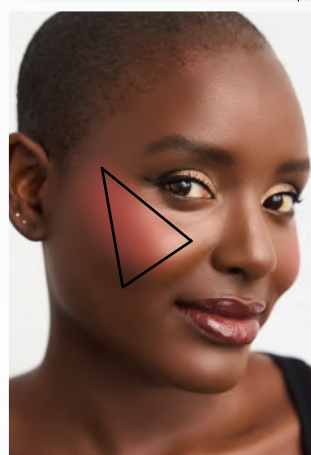
Connect with your AE to chart your path to certification.

THE CLASSICO

1. Face Designer



HEALTHY GLOW
COMPLEXION



NATURALLY
FLUSHED CHEEK



BOLDLY BALANCED LIP



NATURALLY DEFINED EYE

THE SFUMATO

2. Senior Face Designer



HEALTHY GLOW
& A-SCULPT
COMPLEXION



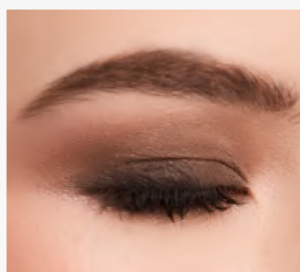
DELICATELY
DIFFUSED
CHEEK



DIMENSIONAL NUDE LIP



SOFT & SMOKY EYE

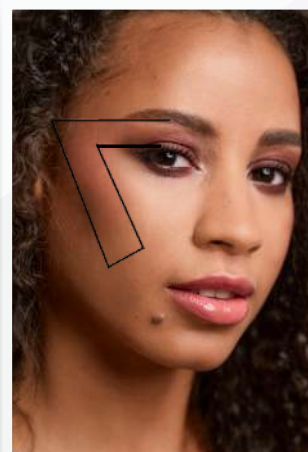


THE FIERO

3. Expert Face Designer



HEALTHY GLOW
& A-SCULPT
COMPLEXION



COUTURE
CONTOUR
CHEEK



MONOCHROMATIC
MATTE LIP



BOLDLY BLENDED EYE



ALL CERTIFICATIONS INCLUDE THE T.A.I.L.O.R EXPERIENCE, TEACHING WITH THE MIRROR, THE IMPACTFUL USE OF THE FACE CHART, AND INCORPORATING FRAGRANCE.

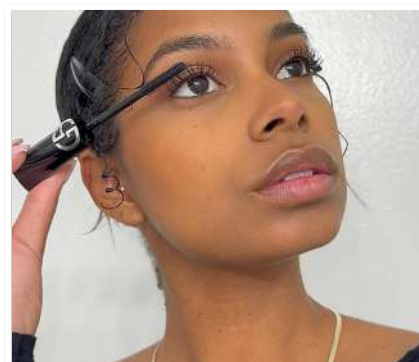
BRAND ENGAGEMENT

#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 2025 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



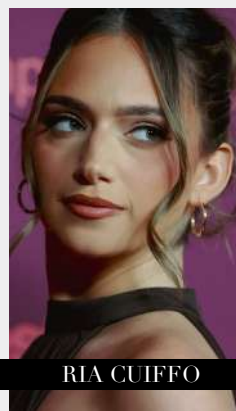
ASHLEY PAIGE

@ASHLEYPAIGE



LEILANI GREEN

@LEILANGREEN



RIA CUIFFO

@RIACIUFF



ALISSA JANAY

@ALISSAJANAY1



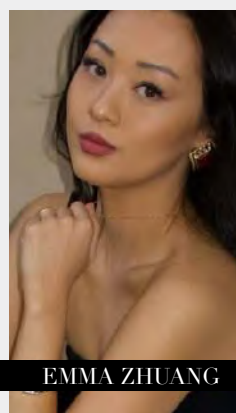
APRIL BUCKLES

@APRILMBUCKLES



LUISA PIOUS

@LUSIPIOU



EMMA ZHUANG

@IMEMMA.Z



SAMANTHA RANDAZZO

@SAMANTHAARANDAZZO



JASMINE ADETUNJI

@JASADETUNJI



MELINDA MELROSE

@MELINDA_MELROSE



ATTRACT CLIENTS & GROW YOUR INSTAGRAM & TIKTOK COMMUNITY



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



BY WENDY WARD
REGIONAL FACE DESIGNER
@WENDYWARD_ARTISTRY

WENDY ON SOCIAL MEDIA

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



BY IRAM QURESHI
REGIONAL FACE DESIGNER
@IRAMSBEAUTY

IRAM ON SOCIAL MEDIA

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

CREATE AN ONLINE COMMUNITY

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



WITH INSTAGRAM REELS 📺

REEL TIPS

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



WITH TIK-TOK

TIK-TOK TIPS

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

SALES FLOOR & GROOMING

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

HYGIENE

PLEASE FOLLOW YOUR RETAILER SPECIFIC GUIDELINES



CLEAN & SANITIZE HANDS REGULARLY

ESPECIALLY IN FRONT OF THE CLIENT
BEFORE & AFTER TOUCHING PRODUCT.

NOTE: Take care of your skin by
moisturizing your hands regularly.
Use body lotion or hand cream.



WEAR A MASK

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



PERSONAL HEALTH

QUESTIONS?

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

CLEANING

PLEASE FOLLOW YOUR RETAILER SPECIFIC GUIDELINES



STORE CLEANING

• PRIOR TO REOPENING THE STORE

- ALL WORK SURFACES
- ALL DISPLAY SURFACES

• DAILY

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



PRODUCT CLEANING

• PRIOR TO REOPENING THE STORE

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

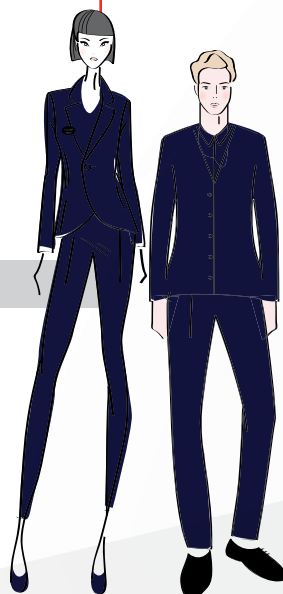
UNIFORM

CONVEYING THE BRAND IMAGE

• THE UNIFORM CONVEYS THE BRAND IMAGE

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

CONTACT YOUR AE WITH ANY UNIFORM QUESTIONS



DOS

MAKEUP

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

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

LINES ARE STRAIGHT, NEVER
UP, NEVER ROUND

COMPLEXION

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

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

HAIR

YOUR HAIR SHOULD BE WELL
KEPT AND STYLED

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

SIMPLE ACCESSORIES ALLOWED

YOUR BEARD MUST BE SHORT AND NEAT

HANDS

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

CLEANSER YOUR HANDS IN
FRONT OF YOUR CLIENT

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

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

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

FRAGRANCE

ALWAYS WEAR AN ARMANI FRAGRANCE

DON'TS

MAKEUP

WEAR NO MAKEUP

AGGRESSIVE CONTOURING,
HIGHLIGHT, BLUSH ETC.

STRONG BROWS

STRONG EYE/LIP COMBINATION

FAKE EYE LASHES OR
EXTREME MASCARA

COMPLEXION

HEAVY FOUNDATION THAT
DOESN'T LOOK NATURAL

HAIR

DIRTY HAIR

EXTREME COLORS OR GRADIENT DYES

HAIR COVERING THE FACE

UNKEMPT OR UNSTYLED HAIR

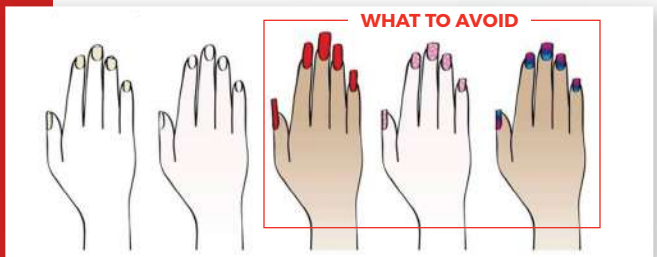
HANDS

DIRTY OR CHIPPED NAILS

EXCESSIVELY LONG NAILS

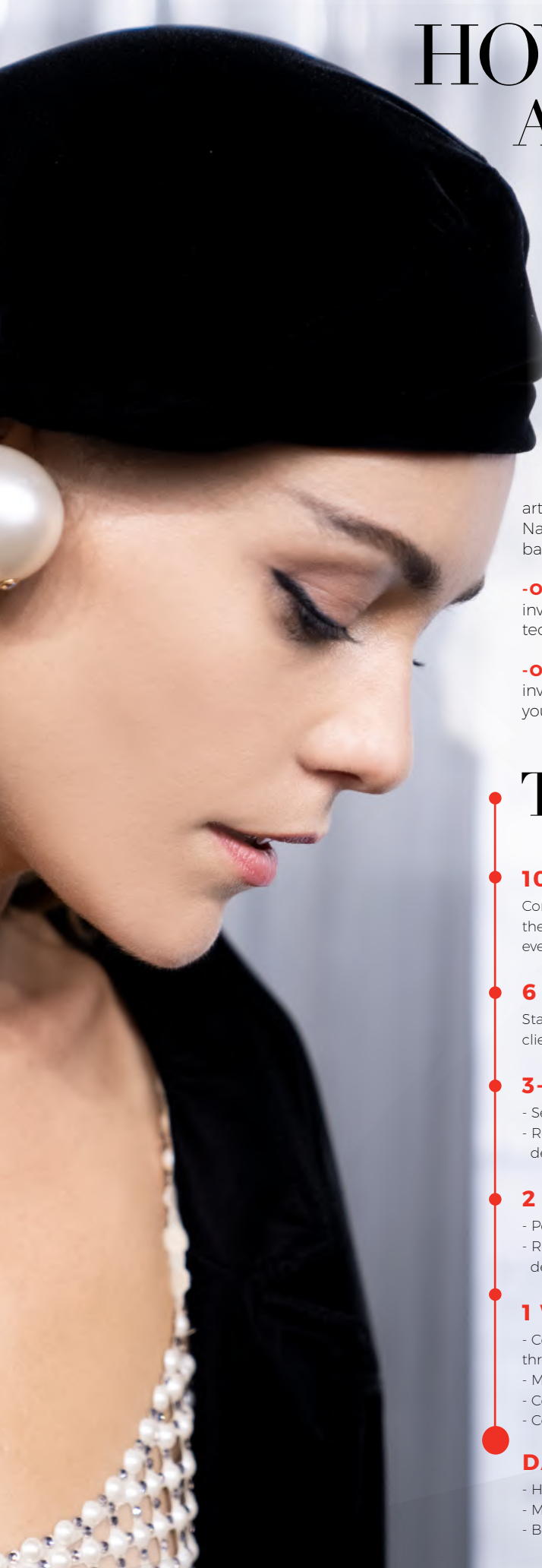
NAIL ART OR TEXTURAL EFFECTS

GARISH OR MULTIPLE COLORS



FRAGRANCE

WEAR A FRAGRANCE FROM
ANY OTHER BRAND



HOW TO BOOK A SUCCESSFUL EVENT

THE BEST WAY TO BUILD YOUR BUSINESS

1 - ASK TO KEEP IN TOUCH

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

2 - ASK CLIENT'S CONTACT PREFERENCE

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

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

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

TIMELINE

FOR A SUCCESSFUL EVENT

10-12 WEEKS OUT - CONNECT

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

6 WEEKS OUT - TALK ABOUT IT

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

3-4 WEEKS OUT - BOOK

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

2 WEEKS OUT - POST & FOLLOW UP

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

1 WEEK OUT - PREPARE & PLAN

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

DAY OF EVENT - BE READY & HAVE FUN!

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

GIVE YOUR CLIENT A SAMPLE

A CUSTOMIZED EXPERIENCE



- Every client that comes to the Armani counter gets a customized 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

4 SHADE CARD



1 ML SACHET



BY TABETHA BRIGGS
REGIONAL FACE DESIGNER
@T.BRIGGSBEAUTY

TABETHA ON CLIENT OUTREACH

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

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

FIND YOUR PERFECT MATCH

DEPTH	VERY FAIR					FAIR					LIGHT					LIGHT TO MEDIUM					MEDIUM				
UNDERTONE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE
SKIN TINT	F2		F1						F3			L2	L1					L4		L3		M1			M2
LUMINOUS SILK FOUNDATION	3.75			3			2	1.5	3.8		4.75	4.25	5	4		5.1	5.2	4.5	5.75	3.5	5.25	5.5	5.9	5.8	6
LUMINOUS SILK CONCEALER	3.75			3			2	1.5			4.75		5	4				4.5	5.75		5.25	5.5			6
LUMINOUS SILK FUSION GLOW POWDER				3			2												4			5.5			
POWER FABRIC + FOUNDATION			1			2.75	2.5	3		2		4.25	3.5	3.25			5	4	5.75	4.5	5.25	5.5			6
POWER FABRIC + CONCEALER			1.5			2.75		3		2			3.5				5	4		4.5		5.5			

COMPLEXION SHADE FINDER

MEDIUM TO TAN						TAN					TAN TO DEEP					DEEP					VERY DEEP				VERY VERY DEEP		
	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	RED	PINK	NEUTRAL	GOLDEN	OLIVE	PINK	NEUTRAL	GOLDEN
		M4	M3						M5		T2	T1	T4	T3		D3	D4	D1	D2								
		7	6.5	6.25		8.25	7.5	8	7.75	7.8	8.5		8.75	9	11.75	11.5	13	10	11	12	13.5	15	13.25	14			
		7	6.5				7.5	8					8.75		11.75			10				15		14			
		7	6.5					8						9		11.5								14			
		7	6.5	6.25			7.5	8	7.75				8.75	9			13	10	11	12		15		14		16	
		7	6.5				7.5	8										10	11	12		15		14		16	



EMPORIO ARMANI

