

ARMANI

beauty

ARMANI BEAUTY RENEWS ITS ROLE AS OFFICIAL BEAUTY SPONSOR OF THE 78th VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA, STRENGTHENING ITS PARTNERSHIP WITH A NEW AWARD

July 2021 – Armani beauty is pleased to announce its renewed partnership as a Main Sponsor with the 78th Venice International Film Festival, taking place from September 1st to 11th, 2021.

This year, Armani beauty will strengthen its relationship with the Biennale Cinema even further with the introduction of a new award: *The Audience Award - Armani beauty, Orizzonti Extra*. Orizzonti Extra is an extension of the competitive section focusing on new trends in the cinema world. The newly introduced prize will celebrate the best picture of the new section according to a jury of spectators.

As a Main Sponsor of the Biennale Cinema 2021, Armani beauty will provide the official make-up service to the festival's guests among whom celebrities destined to walk the red carpet. This year, the brand's newly launched longwear lipstick LIP POWER will be in the spotlight, on and off the red carpet.

Armani beauty's partnership with the Venice International Film Festival of La Biennale di Venezia is at its fourth consecutive year. The partnership keeps enhancing the relationship the brand has with the world of filmmaking and comes as a celebration of Giorgio Armani's life-long love of the cinema. Over the years, the designer has created the costumes for a range of movies, from, most famously, *American Gigolo* in 1980, creating a wardrobe for Richard Gere, to *The Untouchables*, *Gattaca*, *Stealing Beauty*, *Shaft*, the *Batman* series, *The Tuxedo*, *De-Lovely*, *Fair Game*, *The Social Network*, *Mission Impossible: Ghost Protocol*, *Hanna*, *A Most Violent Year*, and *The Wolf of Wall Street*, to name a few.

To further contribute to the city of Venice's culture, education and future generations, as well as to promote beauty and the world of arts, Armani beauty is also continuing to support the restoration of the Accademia di Belle Arti di Venezia collection of plaster casts.

Armani beauty – simplicity, natural elegance and authenticity

For over 20 years, Armani beauty has been delivering beautifully textured make-up, skincare formulated from the most pioneering science, as well as fragrances created with the rarest ingredients. Inspired by real people and their needs, the make-up line is created to reveal rather than hide natural beauty, and is renowned for several iconic products: Power Fabric and Luminous Silk foundations as well as the Neo Nude makeup range, Eyes to Kill mascara and Eye Tint eyeshadow, and Lip Maestro and Rouge d'Armani lip colors, as well as the latest Lip Power lipstick. The skincare line is made of the signature anti-ageing Crema Nera. The brand includes men's and women's fragrance collections, among which iconic Acqua Di Giò, Code, Sì, My Way as well as the haute couture fragrances range Armani Privé. Alongside Cate Blanchett, Ryan Reynolds, Jackson Yee, Zhong Chuxi, Nicholas Hoult, Adria Arjona, Alice Pagani and Greta Ferro with whom Armani beauty celebrates cinema, faces Barbara Palvin and Madisin Rian incarnate the brand's ultimate vision of beauty. Armani beauty is the Beauty Sponsor of the *Venice International Film Festival – La Biennale de Venezia* since 2018, and a Main Sponsor since 2019.