

## ARMANI CELEBRATES 7 YEARS AS OFFICIAL BEAUTY SPONSOR OF THE VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA

**JULY 15<sup>th</sup>, VENICE** – Armani beauty is pleased to announce its renewed collaboration as the Official Beauty Sponsor of the 81<sup>st</sup> Venice International Film Festival of La Biennale di Venezia taking place from August 28<sup>th</sup> to September 7<sup>th</sup>, 2024.

For the seventh consecutive year, Armani beauty will provide the official make-up services for the festival's guests, among whom are celebrities walking the red carpet.

This year, LUMINOUS SILK FOUNDATION, LUMINOUS SILK ACQUA HIGHLIGHTER, and PRISMA GLASS products will be in the spotlight, on and off the red carpet. LUMINOUS SILK FOUNDATION is known to be the first expression of Armani's philosophy of perfecting the complexion. LUMINOUS SILK ACQUA HIGHLIGHTER is the blendable liquid highlighter that brings new levels of glow to the complexion. PRISMA GLASS is the breakthrough gloss with an innovative oil-in-gloss technology that delivers multi-dimensional volume and shine.

In tandem with the brand's role as Official Beauty Sponsor, Armani beauty will present the *Audience Award - Armani beauty, Orizzonti Extra*. Orizzonti Extra is an extension of Orizzonti, the festival's competitive section dedicated to new trends in world cinema. Orizzonti Extra presents a selection of works whose aim is to demonstrate innovation and creative originality. For the fourth consecutive year, this award will celebrate Orizzonti Extra's best picture, judged by a jury of spectators.

The occasion of the 81<sup>st</sup> Venice International Film Festival will see Giorgio Armani's love for the city and cinema brought to life in an event that will be held on Saturday, August 31<sup>st</sup> at the city's Arsenale.

Armani beauty's collaboration with the Venice International Film Festival is a further expression of the brand's longstanding relationship with the world of filmmaking. Over the years, Giorgio Armani has created costumes for a diverse roster of films; most famously, *American Gigolo*, creating a wardrobe for Richard Gere, alongside films such as *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*, *The Wolf of Wall Street*, *Ticket to Paradise* and *Don't Look Up*, to name a few.

---

### **Armani beauty – conscious 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, alongside fragrances created with consciously sourced ingredients. Inspired by real people and their needs, the make-up line is created to enhance natural beauty, revealing rather than hiding, and is renowned for several iconic products: Luminous Silk and Power Fabric foundations' ranges, Eyes to Kill mascara, Eye Tint eyeshadow, liquid lipsticks Lip Maestro and Lip Maestro Satin, and Lip Power lipstick. The skincare line includes the potent anti-aging range Crema Nera, with its signature cream, serum, mask, and new eye cream. The brand also encompasses men's and women's fragrance collections, among which are the iconic and refillable Acqua di Giò, Armani Code, Sì, and My Way, as well as the Haute Couture fragrances range Armani/Privé.

Armani's longstanding commitment to environmental and social responsibility is embodied by the brand's global water initiative Acqua for Life, which, since its inception in 2010, has focused on providing universal access to drinking water in water-scarce regions.

All of Armani beauty's faces incarnate the brand's ultimate vision of beauty: actors with whom Armani beauty celebrates cinema, notably Cate Blanchett, Aaron Taylor-Johnson, Regé-Jean Page, Sydney Sweeney, Sadie Sink, Jackson Yee, Adria Arjona and Greta Ferro, Singer Jackson Wang and model Madisin Rian.

To continue to enhance the relationship the brand has with the world of filmmaking, since 2018 Armani has served as official beauty sponsor of the Venice International Film Festival. Also among the brand's film festival partnerships are the Berlin International Film Festival and the San Sebastian International Film Festival.