

CELEBRATING 9 YEARS OF ARMANI BEAUTY AS SPONSOR OF THE VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA

JULY 23rd, VENICE – Armani beauty is pleased to announce its renewed collaboration as the Official Beauty Sponsor of the 83rd Venice International Film Festival of La Biennale di Venezia taking place from September 2nd to September 12th, 2026.

For the ninth consecutive year, Armani beauty will provide the official make-up services for the festival's guests, including celebrities walking the red carpet. This year, , ARMANI DOLCI MAKEUP BLUSH, VERTIGO DRAMA MASCARA, PRISMA FLASH will be in the spotlight, both on and off the red carpet. ARMANI DOLCI MAKEUP BLUSH is the new multi-use cream-to-powder blush that embodies a playful, sensorial charm, gliding effortlessly. VERTIGO DRAMA is a lash mascara that delivers up to +700% volume¹ for defined, dramatic lashes in a light-as-air feel. PRISMA FLASH is a next-generation lip balm that delivers instant glossy shine and a vivid, yet transparent, color impact.

Another notable protagonist of this year's edition will be Armani's newest fragrance, which will be revealed in August. Throughout the festival, a dedicated program will celebrate this new chapter in the fragrance universe, highlighting confidence, determination, and authenticity.

In tandem with the brand's role as Official Beauty Sponsor, Armani beauty will present the Audience Award – Armani beauty, Venezia Spotlight. Venezia Spotlight is the festival's competitive section dedicated to new trends in the world of cinema, presenting a selection of works that aim to demonstrate innovation and creative originality. For the fifth consecutive year, this award will celebrate the best picture in Venezia Spotlight, as judged by a jury of spectators.

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, Wolfs, Panic Carefully e The Devil Wears Prada 2 to name a few.

Armani beauty – conscious simplicity, natural elegance, and authenticity

For over 25 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 must-have products: Luminous Silk and Power Fabric foundations' ranges, Vertigo Lift mascara, Eye Tint eyeshadow, liquid lipstick Lip Maestro, lipstick Lip Power, and lip gloss Prisma Glass. The skincare line includes the potent anti-aging range Crema Nera, with its signature creams, serum, mask, and 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, Si, and My Way, as well as Emporio Armani Stronger with You and new Power of You. The collection also includes 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, Sydney Sweeney, Nathalie Emmanuel, Nicholas Galitzine, Keith Powers, Aaron Taylor-Johnson, singer Jackson Wang and models Kendall Jenner, Vittoria Ceretti and Madisin Rian. To continue to enhance the brand's relationship 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.
