Beat: Health

GIORGIO ARMANI BEAUTY Announces EXTENTION Of COLLABORATION With CATE BLANCHETT

SI FRAGRANCE Since 2013

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USPA NEWS - Giorgio Armani Beauty recently announced the Extension of its Enduring Collaboration with Cate Blanchett, who has been the Face of the Sì Fragrance since its Creation in 2013, including the Latest Sì Passione....

Giorgio Armani Beauty recently announced the Extension of its Enduring Collaboration with Cate Blanchett, who has been the Face of the Sì Fragrance since its Creation in 2013, including the Latest Sì Passione. As of now, the Academy Award Winner Actress will represent all of Giorgio Armani Beauty's Categories. Beyond the Sì Fragrance, she will also embody Makeup and Skincare, making her the Brand's First Global Beauty Ambassador.

Cate Blanchett is everything the Giorgio Armani Woman stands for. "Luminous and Sophisticated, her Natural Elegance and Distinguished Beauty are striking," says Giorgio Armani. "I am pleased to deepen our Longstanding Relationship."

When it comes to Beauty, Giorgio Armani's Vision of Modern Femininity is about revealing rather than transforming. Indeed, through Unique Innovative Products, the Brand's Makeup and Skincare Lines allow Women to enhance their Natural Beauty, to be the Best of themselves. With Films including Oceans 8, Where'd You Go Bernadette, The House with a Clock in its Walls and Mowgli all releasing in 2018, Cate Blanchett was also this year's Cannes Film Festival Jury President.

Source : Giorgio Armani Beauty

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