

INTERNET

Armani aims for privé collection approachability via beauty effort

July 25, 2014



Armani privé collection fall/winter 2014-15 beauty

By JEN KING

Italian apparel label Giorgio Armani is promoting the accessibility of its couture fashions seen in its privé fall/winter 2014-15 collection with a branded beauty look.

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Using its Armani/Live blog, the brand shared with enthusiasts the makeup style worn by the models that walked the runway July 8 at the Palais de Chaillot during Haute Couture Fashion Week in Paris. Recently, brands have increased interaction during runway shows to include enthusiasts worldwide, and the added coverage of beauty seen on the catwalk creates a unified image of that season's line.

"A video shows usability and translates to the person watching that it is an aspirational/inspirational component to their lifestyle," said Kimmie Smith, accessory expert and co-founder/creative director of [Accessory2](#), New York. "When you see it, you are drawn in and you make it applicable to how it work for you.

"Tutorialized content is personal and allows the person watching to feel confident to replicate or to add a customized element if they are aware of what they are seeing," she said.

Ms. Smith is not affiliated with Armani, but agreed to comment as an industry expert.

Armani was unable to comment directly.

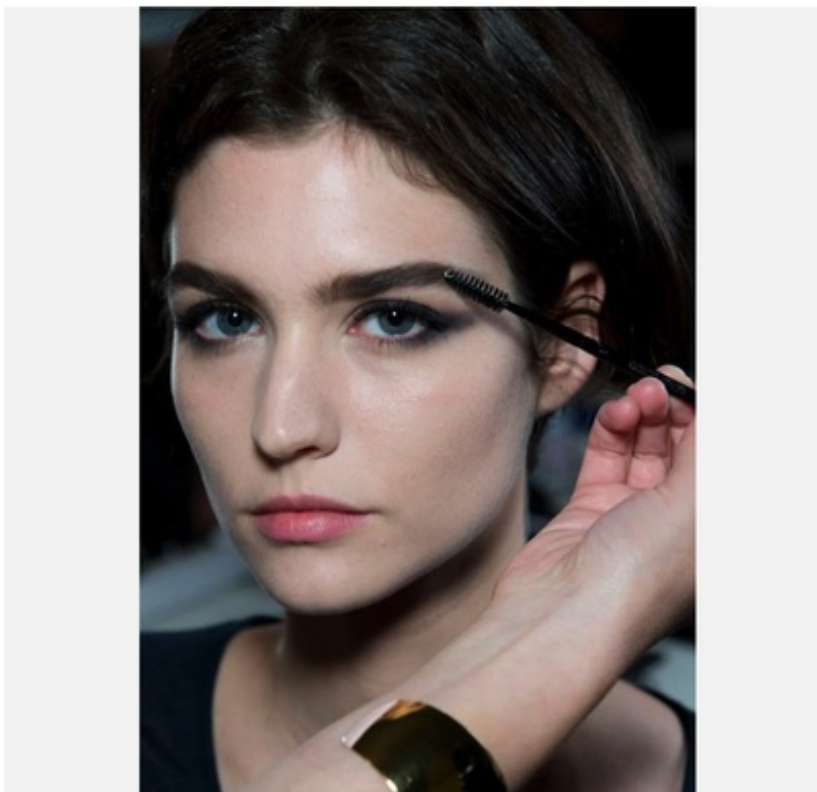
Beauty privé

During Haute Couture Fashion Week, Armani shared cosmetic-focused images on its dedicated beauty and fragrance Facebook account. The gallery showed two models having their makeup applied before the Armani privé fall/winter 2014-15 runway show in Paris titled “Red, white and black from a lacquer box.”

A post from July 13 notes what mascara was used for a specific model’s look, but no additional information such as ecommerce or tutorial steps were included in the post.



At Giorgio Armani Privé show, strong eyebrows were created with Eye & Brow Maestro in shade 02 Taupe and were key to frame the eyes and intensify the look.



Armani's beauty look on Facebook

On July 15, Armani expanded its beauty coverage slightly by mentioning its Lab Armani Runway. The post explains that the Lab Armani Runway is set up during fashion shows and includes various pigments and makeup base formulations to help makeup artists create the perfect look.

Images in the gallery show a makeup artist mixing deep red pigment in a dish and testing a dab on his hand. Others show what the lab looks like for consumers to have a better understanding of the creative process behind a runway beauty look.

Armani rounded out its emphasis on runway beauty with another gallery. The gallery

shows various Armani beauty products on cluttered, lively makeup vanities to show the chaos of preparing for a runway show, while another shows the finished look and a drawn face palette.



Behind-the-scenes photo of an Armani beauty vanity

This post includes a link to Armani's branded blog, where additional gallery images can be viewed. The text, broken up into skin, face, eyelids, eyelashes, eyebrows, lips and nails, is not accompanied by imagery so the consumer must try their hand at the look alone.

Below, a video plays that brings together the stills found in the Facebook galleries in behind-the-scenes footage of the privé runway show. The video begins with behind-the-scenes prep and ends with the models being photographed by the press post runway show.

Although the video does not give consumers a traditional tutorial, there is likely enough footage of the models having Armani beauty products applied that the look can be recreated at home.

Embedded Video: [//www.youtube.com/embed/C1PfyxVtWIo](https://www.youtube.com/embed/C1PfyxVtWIo)

Giorgio Armani Privé - 2014 Fall Winter Fashion Show - Beauty Backstage

Approachable

Given the prices of couture pieces, it is understandable that Armani emphasized the beauty products used during the privé runway show to ensure that consumers are not deterred by the collection if it is out of their price range.

Creating a branded look also captures the essence of what the designer was attempting to

achieve with their designs.

For example, British apparel brand Burberry presented the full look of its spring/summer 2014 collection campaign with a social video that married the marketer's fashions, runway show and cosmetics to create a well-rounded image ([see story](#)).

Tutorials help to make the products and the finished look more consumer-friendly.

For instance, France's Christian Dior offered assistance in the application of the new Dior Addict It-Lash mascara.

The video on DiorMag, an online blog for the company, taught the consumer how to apply the new mascara with other Dior Addict products. The tutorial likely appealed to an online consumer because the video could potentially act as a supplement to the consultant experience in-store ([see story](#)).

Including levels of engagement makes for a lasting experience for the consumer.

"It is a tough call for brands to figure out the level of engagement," Ms. Smith said.

"It is a huge step to allow behind the scenes footage and based on feedback, they can gauge and flow the appropriate direction in terms of interactivity," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/b3Yyt7gEBCI](http://www.youtube.com/embed/b3Yyt7gEBCI)

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