

INTERNET

Armani teases beauty line with fashion content

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Armani spring/summer 2015 runway show

By STAFF REPORTS

Giorgio Armani Beauty is teasing its first couture makeup collection with a microsite and social video.

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Armani Runway Lab takes inspiration directly from the label's spring/summer 2015 runway show, with a color palette drafted backstage. The microsite, with its email sign up, will help loyal consumers be ahead of the curve when the collection launches in a month and a half.

Couture cosmetics

Armani Beauty introduced Runway Lab on its dedicated Facebook page, linking to its microsite.



Giorgio Armani Beauty

January 12 at 5:00pm · 🌐

Preview the "Armani Runway" make-up collection soon to be revealed
runwaylab.armanibeauty.com



Facebook post from Armani Beauty

At the top of the Runway Lab site is a sign-up for a newsletter, to “be the first to know” when the collection reaches stores and receive updates.

Further down the page the consumer is able to view a video showing the backstage environment, as models have their makeup done and they prep for walking down the runway. Finally, the video reveals the actual show, ending on a split screen still of a runway look and beauty collection.

Embedded Video: [//www.youtube.com/embed/7a7RAJgUzMI](https://www.youtube.com/embed/7a7RAJgUzMI)

Giorgio Armani spring/summer 2015 show - Beauty Backstage

Armani tells consumers “Never before has makeup been so close to fashion.”

For those who can’t wait, a ticker is counting down the days, hours, minutes and seconds before the line can be purchased.

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