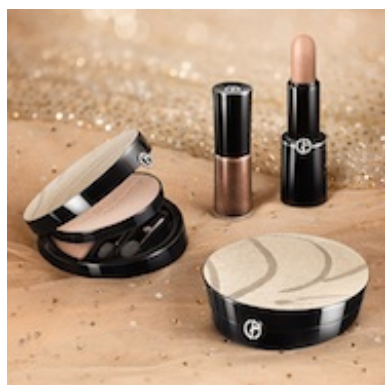


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Armani links runway apparel to backstage beauty via couture cosmetics

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Armani Beauty Runway Lab Couture collection

By JEN KING

Giorgio Armani Beauty is showing that the same attention reserved for its couture fashions is also extended to its cosmetic collection, designed specifically backstage at its runway show.

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Armani claims that never before has a beauty collection been so close to the fashions seen on the runway. Instead of using an established set of hues and shades, Armani creates its runway beauty backstage while the models prepare to ensure that the inspiration is faithful to the look and feel of the clothes.

"Digital experiences live and die by the quality of the site design, user experience and user flow," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency. "In the case of this microsite, the uploading time is long and the experience fastidious. This is unlikely to benefit Armani."

Mr. Benattar is not affiliated with Armani, but agreed to comment as an industry expert.

[Armani](#) did not respond by press deadline.

From face to shoe

Giorgio Armani Beauty teased its first couture makeup collection with a microsite and social video in January. Armani Runway Lab takes inspiration directly from the label's spring/summer 2015 runway show, with a color palette drafted backstage ([see story](#)).

On Feb. 28, Armani sent out another social teaser to remind consumers of the upcoming launch of the collection. This post included a link to the microsite paired with an image of a model walking the runway during Armani's presentation.

Post by Giorgio Armani Beauty

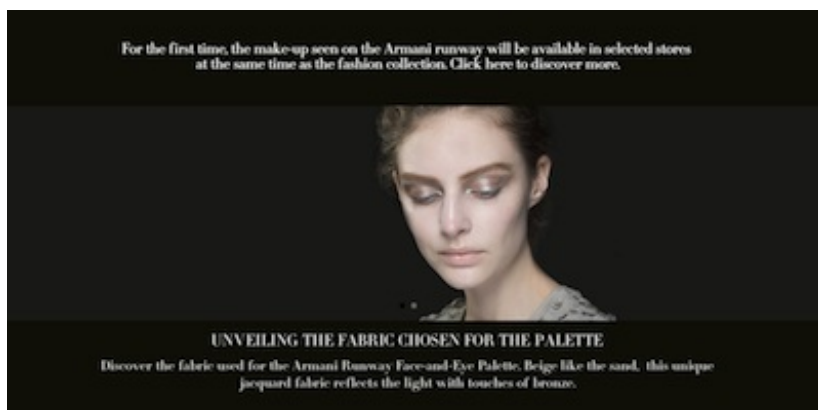
Armani's Runway Lab microsite now features product images of the three piece collection as well as craftsmanship details and the backstage video found originally during the countdown.

Created in unique shades that resemble the colors seen on Armani's runway, the collection includes a couture face-and-eye palette, a lipstick and a nail lacquer. The three color hues were all created backstage at Armani's spring/summer 2015 show.

The Armani Runway cosmetic collection itself was then hand-crafted in France based on the range of pigments and bases created backstage.

"Armani is the uncontested emperor of fashion," Mr. Benattar said. "Having set trends for decades gives him the requested legitimacy to predict colors and textures, the exact same ways he predicted shapes and forms."

This is the first beauty line developed behind-the-scenes at Armani's runway presentation to be available in the Italian label's boutiques. When the fashion collection is placed in stores, the beauty products will also be available in select storefronts.



Runway look presented on Armani Beauty's microsite

On the microsite, consumers can navigate the products on Armani Beauty's main Web site. Here, product descriptions can be read and a store locator is provided to find a nearby Armani boutique carrying the collection.

Each of the products is housed in small drawstring satchel made of fabric in a moire beige pattern that suggests "wind-blown ripples in sand." For the face-and-eye palette, a translucent matte powder with an eye trio of taupe, pink/golden beige and silver found underneath, the top of the black case is fitted with a circle of the same fabric as the

drawstring case.



Fabric being applied to Armani's face-and-eye palette

Armani's Rouge R'Armani sheer lipstick is available in an iridescent pink-and-gold shade while the crystal gel texture nail lacquer is offered in shimmery brown.

Ecommerce is not available for the collection which will result in more in-store traffic among interested consumers. A price is also not listed on Armani Beauty's Web site.

Mad beauty science

Sharing branded beauty looks creates cohesion among fashion and cosmetics, and with many brands exploring this relationship, Armani may stand out among its competitors due to its backstage approach.

During its fashion shows, Armani sets up its Armani Runway Lab which includes various pigments and makeup base formulations to help makeup artists create the perfect look.

Armani has promoted the accessibility of its couture fashions seen in its privé fall/winter 2014-15 collection with a branded beauty look created at the Runway Lab.

Using its Armani/Live blog, the brand shared with enthusiasts the makeup style worn by the models that walked the runway at the Palais de Chaillot during Haute Couture Fashion Week 2014 in Paris ([see story](#)).

Releasing the collection in-stores at the same time as the apparel is a may increase exposure for Armani's beauty offerings.

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Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/xmGw1TPKvb8>

