

INTERNET

Armani sculpts beauty awareness in dedicated #Atribute space

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Armani's beauty look for its 40th anniversary

By JEN KING

Italy's Giorgio Armani is separating brand pillars to increase interest in all its facets during the label's 40th anniversary.

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Armani is celebrating four decades this year and has created a digital campaign #Atribute that explores aspects of the brand and its history through a serialized approach. By signaling out a specific aspect of its overall offerings, Armani will be better positioned to share what makes its beauty line special while the label celebrates its accomplishments across categories, which includes apparel and accessories, fragrance and personal care and hospitality.

"Giorgio Armani has always had a secure place within the beauty industry as it pertains to its fragrances," said Kimmie Smith, co-founder/creative director of [Accessory2](#), New York. "With the additional focus on beauty for cosmetics, it is definitely worth them highlighting it as a special component of the brand.

"It allows people to see the synergy between the apparel and how it enhances its beauty initiative," she said. "For the anniversary, showing this segmentation also presents a focus

on ensuring that this portion of the brand will have the same iconic elements as the rest of the lines within the brand.

"This will continue to drive a specialized awareness within this category."

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

Armani did not respond by press deadline.

Atribute beauty

In April, Armani shared on its dedicated Facebook page for Armani Beauty that the cosmetic line was celebrating its 15-year anniversary. In the post, Armani included a photo montage that showed a face chart using its cosmetics, an icon stating the anniversary and a photograph of Linda Cantello, the brand's international makeup artist as well as a quote from Ms. Cantello reading, "Giorgio Armani products are like his clothing. You notice the woman, not what she's wearing."

Celebrating 15 years of beauty! Our international make up artist, Linda Cantello, always ahead of trends and a true admirer of Mr. Armani will soon reveal her secrets. Get ready for the Armani masterclass.

Posted by **Giorgio Armani Beauty** on **Tuesday, April 7, 2015**

Simultaneously, Armani was promoting its dedicated microsite, #Atribute, which launched March 16. #Atribute is comprised of weekly updates that touch upon different themes over a 40-week period.

Content has included both notable runway cameos and ad campaigns, as well as other memorable moments and the designer's contributions to the industry at large.

For the first week, the focus was on the history of the label's founder. A black-and-white image, captioned #Atribute to history, shows Mr. Armani as a child with his brother Sergio and a friend, posing with a bicycle in Rivergaro, Italy ([see story](#)).

Armani constructed an Armani Beauty section for the #Atribute microsite that allows enthusiasts to "relive the Giorgio Armani 40th anniversary beauty experience as though you were there." Overall, the aim of the site is to give consumers backstage insider access through snippets of behind-the-scenes footage and a glimpse at runway beauty prep.

"A backstage glimpse is an essential way to create a shared brand identity to allow people to feel that they are a part of it," Ms. Smith said. "It presents an 'on the ground' approach where you are seeing the action as it happens as opposed to seeing an editorial finished project, ie. a completed campaign.

"When consumers see the brand within this environment, there is an emotional embracement that encourages ongoing interest," she said.

The site opens with a video showing Armani's Beauty Lab and models having cosmetics applied before a runway presentation. In the "discover more" section a longer form video pays tribute to Armani Beauty by showing various products such as the Eye & Brow Maestro and Black Ecstasy Mascara being applied backstage to form a tutorial.

Five videos make up the series that goes over the creative process of determining the beauty looks featured at Armani runway shows.

Embedded Video: <https://www.youtube.com/embed/5kKjgGgHXrQ>

Backstage Insider, A Tribute to Armani Beauty 5/5

The specific beauty look shown in the video was created especially for Armani's 40th anniversary and embodies the brand's "understated elegance."

In a sidebar, consumers can scroll through the cosmetics featured in the tribute video. Each product includes a "see more" prompt that redirects to a product page with additional information and a "find a store" option since Armani's site does not allow for direct ecommerce.

Elsewhere on the site, consumers can browse backstage imagery and learn about Armani's Runway Lab. The Runway Lab concept is set up during fashion shows and includes various pigments and makeup base formulations to help makeup artists create the perfect look ([see story](#)).



Armani Runway Lab content on the #Atribute site

#Atribute Armani Beauty can be viewed [here](#).

Runway beauty

Recently, brands, including Armani, 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.

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

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 ([see story](#)).

Providing background about a brand's process and inspiration can drive consumers to make a purchase that is rooted in trust.

"With a variety of imagery and history, consumers and those with an interest in the brand not only have interest but it encourages them to want to know more," Ms. Smith said.

"Having a behind-the-scenes look on what is going on and glimpsing something that they may not have had access to creates continued interest," she said. "It also encourages the brand to keep this excitement going by having more content."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/UXZ0CPVyg2k>

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