

COMMERCE

## Giorgio Armani responds bluntly to Kardashian tweet after typo

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*Promotional image for Armani Beauty*

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By STAFF REPORTS

Italian fashion house Giorgio Armani's customer service is coming into question after an interaction with reality TV star Kim Kardashian West on Twitter.

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Ms. Kardashian West tweeted at the Italian brand regarding a discontinued foundation shade and was met with a curt response from the brand due to a spelling error. Brands often respond to consumer questions and concerns over social media, which has created a personalized and immediate customer service channel.

### Kim vs. Armani

In her tweet, Ms. Kardashian West misspelled Mr. Armani's name as "Georgio" rather than the correct spelling, Giorgio. Her full tweet read: "Why did Giorgio Armani discontinue my favorite foundation??? I'm on my last bottle & everyone I know uses this!!! Please make it again!"

Ms. Kardashian West has stated in a number of beauty routine interviews that she uses Armani Beauty's Luminous Silk foundation.



### *Tweets from Kim Kardashian West and Armani*

Although the brand offered to send Ms. Kardashian West's favorite Armani Beauty product in their response, Twitter has fixated on her spelling mistake. Consumers often use social media to voice opinions and inquire about products, but if a brand comes off as rude in their response, it may be off putting.

Rather than get into a Twitter tiff with Armani, Ms. Kardashian West politely thanked the brand, apologized and said, “this expecting mommy is a tad sleep deprived.”

Given Ms. Kardashian West’s massive social following, with many fans recreating her beauty looks using her favorite products, the tweet conversation has gone viral generating poor publicity for Armani.

Although Ms. Kardashian West has publicly claimed Armani Beauty’s foundation as her favorite, she may be privately turned off by the brand’s response, and the ensuing embarrassment, and may take her business elsewhere—possibly to Estée Lauder, where her younger sister Kendall Jenner is an ambassador ([see story](#)).

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