

MOBILE

Armani brings music appreciation to new channel with Spotify app

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Emporio Armani Sounds event photo

By SARAH JONES

Italian fashion label Armani is bringing its enthusiasm for music to consumers in a new medium with the launch of a mobile application.

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The Emporio Armani Sounds app is linked with Spotify, bringing together music and fashion in an original way and offering fans access to artists with exclusive performances, playlists and interviews. Consumers rely on their favorite brands to provide access to the personalities that interest them, so this app has the potential to have a longstanding place on Armani fans' phones as they check back in for weekly updates.

"Music is a key branding element for any brand as a way to connect with customers and fans with emotion," said Simon Buckingham, CEO of [Appitalism](#), New York.

"Having curated playlists of music to listen to is a way for consumers to interact with the brand in a different way," he said. "You can listen to some tracks and look at some pictures of the Armani clothes collections through this one experience."

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

Armani did not respond by press deadline.

Front row seat

Since 2014, Emporio Armani has hosted live private concerts in cities around the world, including Paris, Tokyo, New York, Barcelona and Beijing. Here, artists including Klaxons, Róisín Murphy and La Roux performed for partygoers.

The brand also partnered with Standard Hotel Group for a series of DJ sets in cities across the United States in the summer of 2014. In addition, it has put out compilation albums that reflect its eponymous founder's eclectic music taste.



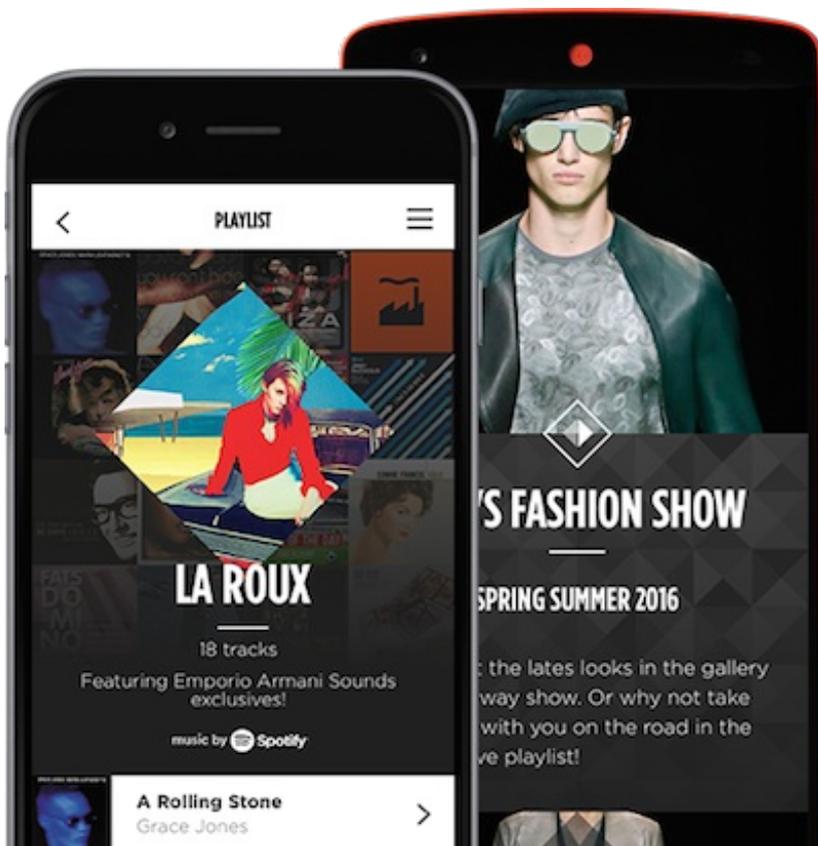
DJ Clarian performing a set at the Standard

Now Emporio Armani Sounds is giving consumers front row seats via their phones with an app for both iOS and Android. Released June 29, this claims to be the first app to combine both music and fashion on Spotify.

For example, a gallery of photos from Emporio Armani's spring/summer 2016 menswear show can be viewed alongside an exclusive runway playlist and a video, giving consumers both visual and auditory experiences of the runway.

Also bringing consumers back to the brand's fashion is a store locator. This enables the user to access tracks being played in their closest store.

Artist and producer Calvin Harris curated a playlist of summer-appropriate tracks, while DJ Mark Ronson is profiled along with footage of a live set he performed in Milan.



Emporio Armani Sounds app

Since its branded music parties and concerts are invite-only, Armani delves into each of the events, sharing photos, details on the performers and video to immerse consumers in the experience.

Also within the app, consumers can listen to the Armani Caffè exclusive CDs typically only available within the stores.

Reaching consumers of varying generations, at its launch the app also featured a video and text interview with Boy George, which included an embedded playlist of Culture Club hits.

Giving a full overview of the brand's latest happenings, the app also includes information about the branded Vespa Emporio Armani created for its 40th anniversary ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/s-T6xzmJ30>

Emporio Armani Sounds - Introducing Our Newest App

In honor of the app launch, Armani dedicated a post on its Attribute anniversary microsite to its music partnerships.

Auditory association

Spotify has become a popular way for brands to reach consumers in an engaging, personal way, as they connect over shared tastes.

Italian fashion house Gucci expanded the reach of its a social video with a Spotify hub featuring playlists by popular DJs.

Gucci's Spotify profile was part of a larger social media campaign that launched in 2014

for the label's Bamboo Fringe handbag, which showcased a number of female DJs' interpretations of the bag. Spotify tends to be dominated by millennial consumers, pointing to a younger, more aspirational target audience for this campaign ([see story](#)).

Outside of its fashions, Armani has used sound to lengthen the lifespan of a campaign in consumers' minds.

Armani extended the longevity of its campaign for the men's fragrance Armani Code with a soundtrack download.

Though the campaign, featuring actor Chris Pine, debuted months before, Armani continued to promote the fragrance to maintain consumer interest. By adding in a soundtrack element, consumers could take the campaign on-the-go, keeping Armani Code top of mind when the track is heard ([see story](#)).

Armani's app may appeal to loyalists, but for some, the Spotify necessity may be a deterrent.

"I downloaded the Emporio Armani Sounds app but wasn't able to listen to any music as I didn't have a Spotify account," Mr. Buckingham said. "The app interrupted me to get my location although it didn't seem to need that information."

"This app is a good idea but I don't think you should have to set up music accounts and give your location and other things to use it- if you want me to listen to your sounds then make it easy for me to do so," he said. "I've now almost immediately deleted the app after an indifferent and largely fruitless experience."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/kY4G5PR4gig>

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