

INTERNET

## Armani wraps up 40th anniversary celebration with UGC

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Image shared by Anna Dello Russo for Atribute

By STAFF REPORTS

Italian fashion label Giorgio Armani is culminating its 40-week celebration of its four-decade anniversary by putting the focus on its fans and friends.

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Throughout the year, Armani's #Atribute microsite has explored weekly topics, including the brand's presence in the worlds of sport, food, music and architecture. At the launch of the project, consumers were invited to participate by submitting their favorite memories of the brand, which are now compiled as the 40th week's content.

Looking at you

Armani is inviting consumers to celebrate its 40th anniversary with the brand through a digital campaign.

For #Atribute, Armani created a dedicated microsite, which launched March 16 and was updated with new weekly themes for the following 40 weeks. Unveiling new serialized content helped to keep consumers invested and engaged throughout the year ([see story](#)).

Aspects of the brand as well as the eponymous designer's own life were explored, including its beauty line ([see story](#)) and Mr. Armani on vacation ([see story](#)).

Consumers were also asked to share their own posts about the brand with the hashtag #Atribute. These posts now make up the final installment of the site.



*Screenshot from Armani Atribute microsite*

Armani curated social media mentions from the likes of photographer Peter Lindbergh, who shared an editorial image of Mr. Armani dancing with a model, and Vogue Japan editor at large Anna Dello Russo, who shared her own editorial memory from this year.

Press, students, fans, celebrities and customers all participated, coming out to show their support for Armani. The brand thanked them, writing, "These #Atribute posts have been full of charm, passion, affection and insight, helping all of us at Armani, and Giorgio Armani himself, to relive so many highlights of the past 40 years."

While important for a brand to share its story in its own voice, incorporating perspectives from outside parties can help round out the narrative.

For example, Este Lauder Cos.' Crme de la Mer illuminated the unique story present behind each of its jars through a user-generated content campaign.

Launching during the brand's 50th anniversary, #MyLaMerStory asked consumers to share a photo of their crme and elaborate on what it means to them on social media for the chance to have their photo appear on La Mer's Web site. For a skincare company, having actual users endorse a product can be more effective than even branded communications ([see story](#)).

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