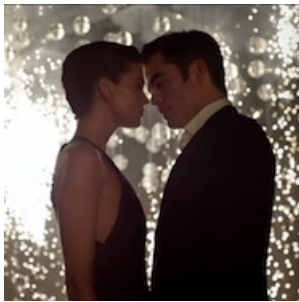


ADVERTISING

Armani scripts seductive narrative for latest men's cologne

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Still from The Party for Armani Code Profumo

By JEN KING

Italy's Giorgio Armani is illuminating the rules of attraction by intensifying the codes of its men's fragrance offering.

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New for 2016, Armani has launched Armani Code Profumo, an offshoot of its Armani Code men's cologne, with a campaign that builds a narrative of seduction to capture consumer interest. Offering an intensified version of a fragrance may appeal to a different segment than the original and gives the brand an opportunity to explore the variations of its ideal Armani man.

"The video does a great job at capturing the brand voice and 'lifestyle' of the Armani brand, which is what drives consumers to purchase," said Brittany Mills, director of digital marketing services at [Mobiquity](#). "Video is the most successful form of content for luxury brands because of its ability to share the lifestyle."

"Fragrance is a product that still relies on that offline experience (smelling the fragrance in-store) and this helps to create brand awareness during a very disruptive experience for shoppers," she said. "Typically a shopper will visit the store with a brand in mind, and content like this helps to drive that need."

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

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

Turned up to 11

Armani choose to promote the Armani Code Profumo campaign on its dedicated Facebook account for Giorgio Armani Beauty. The 15-second clip shared builds off the concept used for Armani Code that shows actor Chris Pine as the protagonist.

The original campaign with Mr. Pine shows the actor in various social situations and how he is affected by a beautiful woman ([see story](#)). For the updated campaign, the tables are turned, showing Mr. Pine among his female co-stars who find him irresistible.

Armani's campaign teaser shows Mr. Pine arriving to a social gathering, where he looks at the camera and says, "Follow me." As the clip continues, the viewer follows Mr. Pine as he traverses the scene, capturing the attention of onlookers and the object of his affection.

The full film, titled "The Party" was only found on the brand's YouTube channel as of press time, and begins with Mr.

Pine walking through different rooms of an opulent home.



Still from Armani's The Party video campaign

As he walks through the home the camera pans to onlookers, who look at him with expressions of desire and interest. Eventually, Mr. Pine comes across a room segmented by French doors where a woman stands among suspended filament lightbulbs.

To highlight the shared attraction between Mr. Pine and the woman, the bulbs slowly start to intensify in brightness, flickering as the duo leans in for a kiss. Just before their lips meet, the scene shifts to show the surrounding bulbs explode around them and quickly reverts to a wider view to create a sparkler effect around the pair.

Armani concludes the video with Mr. Pine whispering, "Did you hear something?" to his love interest before a voiceover announces the Armani Code Profumo fragrance, a new type of intensity.

Armani Code Profumo - The Party - Giorgio Armani Parfums

Three short form films are also shared to Armani's YouTube channel and act as behind-the-scenes content. The first, entitled "The Alchemy," fittingly shows Mr. Pine as he approaches the woman underneath the bulbs with a camera crew in tow.

Armani also included a 15-second clip titled "The Temptation" featuring the women seen in the campaign. Set in the hallway Mr. Pine walks through, the women strut down the white-and-black striped hall as if it were a catwalk, wearing pieces from Armani's women's collection. Lastly, Armani included "The Vibration," a take on a director's cut.

The brand also created a side-by-side view of the various elements of the Armani Code Profumo video content. This adaptation is titled "The Party or the After-Party," and plays both aspects of the video together, showing a more complex narrative.

Building off the original Armani Code cologne, Armani Code Profumo is described as an oriental spiced fragrance for men with top notes of green mandarin, green apple and cardamom, middle notes of orange blossom, lavender and nutmeg and base notes of tonka bean, amber and leather.

The same, but different

For fragrance marketing, keeping a consistent ambassador across adaptations of a scent may help keep fans of the original enthralled with the newest edition.

For instance, French label Christian Dior expanded upon its iconic Miss Dior fragrance in 2014 by adding Blooming Bouquet to the scent's lineage to welcome spring and jolt interest in the range.

To fete Blooming Bouquet, Dior welcomed back its Miss Dior ambassador, actress Natalie Portman. Due to the popularity of Miss Dior, introducing Blooming Bouquet with a campaign featuring longtime ambassador Ms. Portman will help maintain interest in the new fragrance ([see story](#)).

"Customers and aspirational customers of luxury brands are not only attracted to the product and lifestyle itself, but also the celebrities and influencers associated with that brand," Ms. Mills said.

"Content for Armani's Code Profumo that includes Chris Pine will drive interest of viewers to those that were not actively shopping or aware of this new fragrance," she said.

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