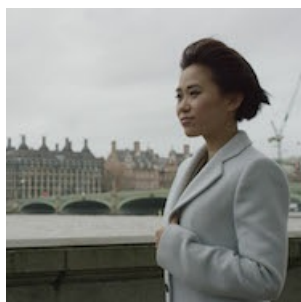


INTERNET

Armani inspires fearlessness, positivity by profiling audacious women

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Yuja Wang for Armani Si Women's Circle

By STAFF REPORTS

Giorgio Armani Beauty is building on its inspirational efforts surrounding its S fragrance by opening a dialogue with women around the world, giving a platform to discuss inner strength.

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The S Women's Circle is inaugurated with the stories of five real women who all found the courage to say yes to a challenge in their own lives. Keeping consistency with previous efforts around S, actress Cate Blanchett remains an ambassador for the campaign, urging women to take the plunge.

Changing paths

This is a follow-up to a challenge issued by Armani last year, telling them to say "S" to new adventures and especially to the brand's new fragrance of the same name.

"The Courage to say S" shows a number of women in various situations attempting to work up the confidence to do something they are unsure of ([see story](#)).

For the first edition of the S Women's Circle, Armani profiles Brazilian chef Helena Rizzo, Parisian comedian Kee-Yoon Kim, ballerina Charlotte Ranson, virtuoso pianist Yuja Wang and technology entrepreneur Cecile Schmollgruber.

Each video captures the woman featured at the pivotal moment when she said yes to herself and her dreams.

For instance, Ms. Rizzo, who was named the world's best female chef in 2014, talks about her lifelong tendency toward impulsivity, which led her to quit school to become a model. She then explains that she was asked to become a chef at a restaurant at age 20 and took up the challenge, and the viewer sees her today leading her staff at her self-owned restaurant.

The S Women's Circle - Helena Rizzo, World's Best Female Chef 2014 - Giorgio Armani

Ms. Kim was originally a lawyer, illustrated as the camera follows her through a library. She says that she was not satisfied.

She entered an eloquence competition and decided to make jokes during her speech, which gave her a sense of joy that she had been looking for and thus made her heart skip a beat. She says that changing careers when nothing is

certain means facing fear each day but that she is enjoying her life today.

Armani's profiles will be featured across its social accounts, including its YouTube channel. Three of the films were live as of March 1, with additional content to be unveiled later in March.

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