

INTERNET

Armani eyes personality to help consumers see anew

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Still from Frames of Life short film

By FORREST CARDAMENIS

Italian fashion label Giorgio Armani is taking inspiration from a number of artists to reframe life.

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Armani's latest Frames of Life eyewear campaign brings together five artists working in different mediums and traces similarities through the brand's eyewear with videos and behind-the-scenes material. A content-rich media campaign will help instill the eyewear with personality and speak to consumers on a more personal level than a more straightforward sales pitch.

"When consumers select their eyewear, it is a highly personal choice regarding the 'look' that will frame their face along with the lifestyle they associate themselves with," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#) and [MommysToolbox.com](#), New York. "They need to envision the frames in their lifestyle.

"The lifestyles that are displayed on the frames of life campaign site highlight a modern retro aesthetic with a focal on the details," she said. "Each of the featured career paths highlight various forms of creativity, creating the desire to have high aspirations and follow your dreams."

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

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

All eyes on me

The campaign has been unveiled on a microsite, which begins with a video entitled "Different Eyes. Different Lives." The video opens with landscape shots of the cities that each of the individuals who inspired the campaign calls home.

After establishing each individual in his or her locale, the film alternates shots of them in a variety of activities hiking, driving, cycling, meditating, reading and of course practicing their respective craft all while wearing Armani's glasses.

Near the end of the video, those profiled are seen taking off their glasses, placing them in front of the camera to show off the brand name.

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Below the video, viewers are introduced to each participant individually. Nicole is a rodeo girl from Oregon who began riding at the age of 13; Damiano, from Venice, was drawn to the expressive powers of dance; Caner is an Istanbul-based designer who draws inspiration from nature and surfing; Mimi is a food blogger and cook from Medoc, France; and Richard is a filmmaker from Saalfelden, Austria.

Users can learn more about each individual by clicking on their name and watching another video. The participants speak about their passion over clips of their performances or work.

Scrolling past the video, users can learn even more about the goals and ideas of each artist. As users scroll, new quotes appear on the screen and an option to view that person's preferred eyewear is available.

At the bottom of each page is an opportunity to shop the collection and also a link to discover the history of the next artist in the campaign. On each page, a brief quote accompanies the option to view a particular style of eyewear, aligning the products with particular aesthetic values, passion and work ethic.

Centering the campaign on the media hub allows consumers to discover the eyewear organically and associates the products with different professions and lifestyles. By connecting particular models with specific quotes, Armani tells the consumer that it has eyewear suitable for different personalities and interests, instilling a personality into its glasses that will resonate with consumers.

Armani's Frames of Life microsite can be viewed [here](#).

Double-take

Armani is making a tradition out of creative, content-driven Frames of Life campaigns.

Last year, the brand asked consumers to share their unique perspectives by placing themselves within its Frames of Life eyewear campaign.

On a dedicated microsite, consumers could connect and view a series of films featuring diverse, global individuals, with an optional Web cam eye-controlled navigation for added immersion. Allowing consumers to place themselves within the campaign was a recipe for higher engagement with Armani's content ([see story](#)).

Other brands also pitch their eyewear by emphasizing personality and a uniqueness to that consumer.

For example, French couture house Christian Dior is giving consumers the opportunity to view the world through a unique lens with the launch of a customization platform for its eyewear.

#MyDiorSoReal lets consumers build a pair of sunglasses to their specifications, selecting the type of lens and color of various parts of the frame. Choosing eyewear for this customization effort will enable Dior to introduce its bespoke capabilities to an entry-level audience ([see story](#)).

"The styles featured are iconic and sophisticated present a timeless appeal," Ms. Strum said. "Considering the frames of life campaign has been continuously launched since 2010, it would be interesting if they leveraged additional forms of technology to allow consumers to virtually try-on glasses."