

FRAGRANCE AND PERSONAL CARE

## Armani catches rays and waves with nature-inspired scent trilogy

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*Armani Air di Gioia campaign image*

By STAFF REPORTS

Italian fashion label Giorgio Armani is heading to the beach to promote its latest women's scents.

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Armani's Trilogy of Joy features perfumes that reference air, water and sun, inviting consumers to connect with nature to #ShareMyJoy. Through a series of short films, Armani delves into the scents' namesakes, allowing consumers to connect with the notes through the fragrances' inspirations.

Natural world

In this trilogy the existing Acqua di Gioia, released in 2010, is joined by Air di Gioia and Sun di Gioia.

Armani's print campaign for the trio features model Barbara Palvin on a sandy shore. For Air, her hair falls forward onto her face, pushed by the wind. Sun shows her basking in the glow of daylight.



*Sun di Gioia campaign image*

The brand built upon these separate moods in short videos also starring Ms. Palvin.

Air di Gioia, which features saline mixed with patchouli and peony, is presented by zooming in on the movement of the model's hair, pausing briefly to catch the flight of birds in the distance.

For Sun di Gioia, a combination of bergamote and sambac jasmine, Armani chose to play with shadow, showing the shapes moving across the model's face as she holds her hand between her and the orb.

In the Acqua di Gioia film, Ms. Palvin is captured in the water, either treading water up to her neck or doing a trust fall into the water. This scent has mint, cedarwood, brown sugar and labdanum.

### *The Trilogy of Joy - Acqua di Gioia - Giorgio Armani Parfums*

As brands add companions to a signature fragrance, it can be helpful to create new campaigns to highlight the diversity and similarities between the scent profiles.

Italian fashion label Ferragamo is portraying the many roles a Signorina woman plays in her life through a dramatic campaign.

"My Life is a Play" centers on a short film in which model Grace Hatzel embodies all three personalities of the Signorina fragrance line in four minutes, demonstrating the range of interactions that the scents can inspire. Tied to the launch of Ferragamo's latest women's scent, Signorina Misteriosa, this effort enables women to explore the scent personalities through performance ([see story](#)).

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