

APPAREL AND ACCESSORIES

Armani embraces global consumer as New Normal for fall/winter 2016

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Armani New Normal, fall/winter 2016

By STAFF REPORTS

Italian fashion house Giorgio Armani is promoting the idea of a global, multi-faceted beauty reflective of its international consumer base for its New Normal campaign.

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Armani's New Normal embraces "norm core" fashion and offers female consumers classic silhouettes and basic pieces. Last season, Armani's New Normal campaign emphasized timeless beauty by casting a group of four supermodels all in their 40s and 50s, capturing a sense of timelessness through the casting of women whose beauty has withstood the test of time ([see story](#)).

New Normal goes global

The concept created for New Normal's third fall/winter 2016 season looks at global beauty. Armani has cast international models to represent its concept with Liu Wen, Liya Kebede, Elisa Sednaoui and Amanda Murphy starring in the effort.

Each model hails from a different culture and geography, thus personifying Armani's New Normal campaign of international appeal.

Lensed by photographer Peter Lindbergh in black-and-white, the campaign imagery captures a "genuine naturalness" and expresses "beauty that is without time or place."



Behind-the-scenes with Peter Lindbergh for Armani New Normal fall/winter 2016

The New Normal portraits of the four models were shot on the Plage du Touquet in France, an iconic location for Mr. Lindbergh.

"I wanted to show different types of beauty, without barriers – four young women who experience the present in their own ways," Mr. Armani said in a statement. "With my style, I have always wanted to communicate the idea of concrete, real elegance and this campaign renews this message with a sense of absolute modernity."

New Normal pieces are designed for today's modern women. The collection is intended to remain classic over time, while appealing to an international consumer regardless of location.

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