

FRAGRANCE AND PERSONAL CARE

Armani likens lip product's long-lasting qualities to magnetism

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Armani Beauty Lip Magnet video still

By STAFF REPORTS

Giorgio Armani Beauty is showing the irresistible attraction of its latest colored lip product in a social video.

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Available in 18 vibrant shades, Armani Beauty's Lip Magnet is described as "revolutionary lip dye" that does not have the "make-up feel" of competitors' matte lipsticks due to its weightless and long-lasting formula. In the marketing campaign created for the launch of Lip Magnet, Armani explores the magnetic qualities of the product.

Magnetic attraction

Armani's 30-second spot for Lip Magnet begins by turning a tube of the product into a magnet as it snaps up against a red wall without assistance.

In the following frames, a woman is shown in a red and black sequin dress against a similarly colored background. As the model moves closer to the backdrop, she purses her lips against the wall.



Armani Beauty's Lip Magnet matte liquid lipsticks

When she stands back after giving the wall a peck, her lips are colored in a similar shade while the outline of her lips is left on the wall. The woman continues kissing the red wall and leaving lip prints in her wake.

The scene fast forwards to show only a single lip-shaped section of the wall remaining in red. As the model leans in to kiss the colored lips, the pace of the film quickens and her lips are met by a man on the other side.

Armani's magnetic concept for Lip Magnet is embodied by the velocity at which the man and women come together in a passionate kiss and embrace. The film ends with a return to the opening scene, where a red tube of Lip Magnet is attracted to the wall as if had true magnetic qualities.

Armani's Lip Magnet matte liquid lipstick retails for \$38 and can be engraved to personalize the product.

Lip Magnet #MagneticAttraction - Giorgio Armani

Irresistible beauty and tales of seduction are often explored in efforts for cosmetics and fragrances.

For example, Armani illuminated the rules of attraction by intensifying the codes of its men's fragrance offering.

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 ([see story](#)).