

APPAREL AND ACCESSORIES

Armani celebrates its Milanese heritage with new athletic film

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Armani's video short

By BRIELLE JAEKEL

Italian apparel and accessories brand Giorgio Armani is weaving together art, sport and fashion in a new short film that shows its basketball-themed museum exhibit come to life.

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The Italian brand is celebrating its Milan heritage in a multitude of ways that also raises support for the Special Olympics. Armani's new short features Milan basketball team Olimpia Milano art pieces coming to life to play a late night game at the designer's museum in the city, as a part of its sponsorship.

"Armani represents the confident male, a person that is striving for perfection in whatever endeavor they pursue, the use of black-and-white almost noir, shows the drama of that pursuit in stark and effective ways," said Marci Troutman, CEO of SiteMinis. "This video shows the strength of the physical which effectively underscores Armani's approach to fashion.

"The campaign is presenting an event in Milano, Italy that will raise support for the Special Olympics and is important for the brand with raising awareness not only of its charitable giving but also for the brand itself," she said. "This event could bring a viral effect that would only enhance the marketing efforts put forth."

Ms. Troutman is not affiliated with [Armani](#), but agreed to comment as an industry expert.

[Armani](#) was reached for comment.

Film innovation

Rendered in black-and-white, Armani's new short film celebrates its sponsorship of the Milan basketball team, Olimpia Milano, in a playful yet artful manner. The movie takes place in the Armani/Silos museum in Milan, dedicated to fashion, art and the Armani style.



Image courtesy of Armani

On a rainy night when the museum is closed, Armani/Silos photograph exhibit "Emotions of the Athletic Body" starts to come to life as athletes in photos and sculptures begin to play a game of basketball.

The video begins with a solo drum beat sounds as footage panning around the exhibit appears. Quick clips of athletes coming to life, dribbling a basketball or shooting into an imaginary basket are interspersed with more footage of the still exhibit.

One by one the athletes come to life, until one passes the ball to another, the drum beat picks up and a full game is underway. The film and subsequently, the game, comes to an end when a security guard pops in to check out a suspicious noise.



Image courtesy of Armani

Armani revealed the film at Assago's Mediolanum Forum in congruence with the Euroleague basketball match.

The brand's founder is the owner of the Olimpia Milano team, and Armani the brand is a sponsor. Members of the team appear as the stars of the short film.

As a sponsor of the team, Armani is credited with dressing the team as well.

A Night at Armani/Silos: Emotions of the Athletic Body in Action

Armani news

The new video follows news of Armani ranked as leading Italian fashion houses, as the brand considered most-listable as a future initial public offering, according to a quantitative rating system developed by Pambianco Strategie di Imprese.

For the past 11 years, Pambianco has compared brands in the fashion, luxury, furniture and design spaces that may be headed toward IPOs as a way to stoke investor interest in Italian companies. In its ranking, Pambianco considers brands that may enter the Italian Stock Exchange in a three- to five-year timeframe ([see more](#)).

Armani is often taking innovative approaches to marketing. For instance, Hearst-owned men's lifestyle publication Esquire took the concept of a pop-up to the digital realm with a 48-hour Snapchat Discover experience.

Similar to a print magazine's format, The Esquire Guide to Grooming included an advertising partner. Armani sponsored the Snapchat pop-up and included advertorial Snaps, owned by the brand, for its Acqua di Gio cologne.

Armani's 3 advertorial Snaps included two custom brand videos and a branded article. The exclusive branded article taught men how to wear fragrance ([see more](#)).

The latest short film from Armani is a part of this innovation strategy.

"The use of public relations and local real time media on this short film' through television and radio will create a heightened awareness of this charity event and Armani's brand engagement," Ms. Troutman said. "This media focused branding will extend across all screens with a broader reach for significant and measurable returns on marketing efforts.

"This is a solid example of using an omnichannel marketing approach to not only help a charity but also enhance the brand/consumer relationship," she said. "This specific marketing event will be just one of several campaigns to promote The Emotions of the Athletic Body by Armani."

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