

FRAGRANCE AND PERSONAL CARE

## Armani reimagines power dressing for the face

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*Video still from Armani's PowerFabric film*

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By STAFF REPORTS

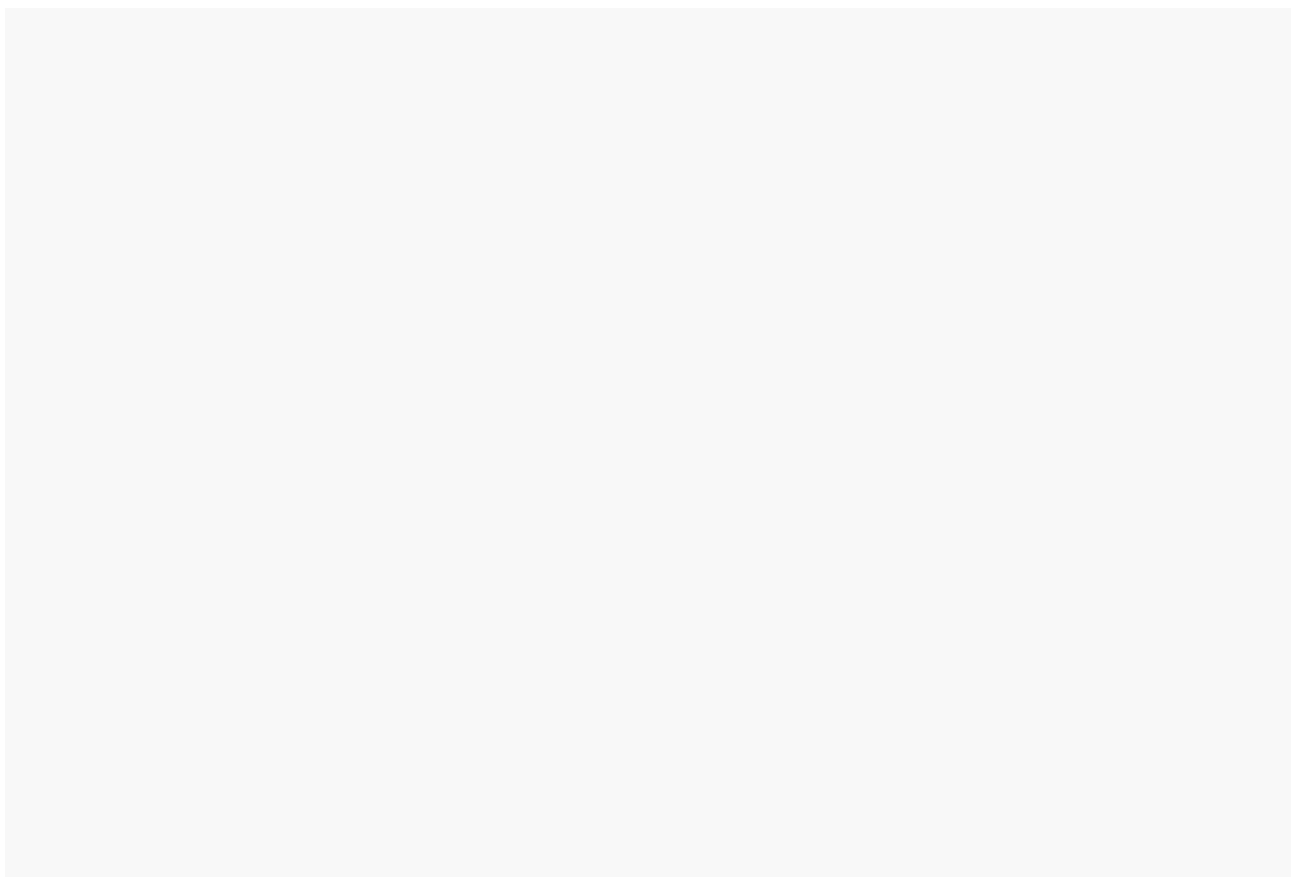
Giorgio Armani Beauty is taking inspiration from its namesake fashion line's sharp suiting for a cosmetic that is touted as a "confidence booster."

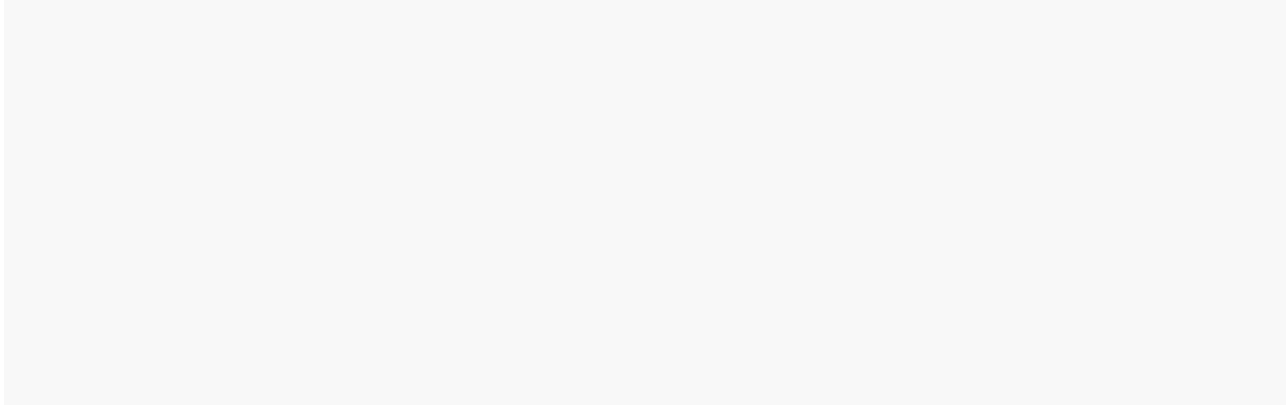
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The label's Power Fabric foundation is being promoted as another version of sartorial armor for women, creating a similar effect as a power suit through full coverage that feels light. Making this fashion comparison enables Armani to explain the properties of its product to an audience engaging in channels beyond its beauty counters.

### Getting dressed

Armani's multifaceted digital launch for its foundation urges women to #TakeThePower, telling them to also tag a friend they would like to try it with.





TAKE THE POWER "The new power suit is the confidence you have in yourself." says Giorgio Armani. What about starting the year following this precious advise? It's your ticket to the most confident year yet. Tag a friend you want to share your New Year's resolution with and use #TakeThePower #ArmaniBeauty #MakeUp #foundation #NewYearResolution #NewYearResolutions #HNY2017 #HappyNewYear2017

A photo posted by Armani Beauty (@amanibeauty) on Jan 5, 2017 at 9:41am PST

As part of its product debut, the brand itself invited influencers to a pop-up lab where they could test it out themselves.

A short video for Power Suit, set to Snap's "I've Got the Power," shows a woman in a slip grabbing a bottle of the foundation off a shelf. She eventually makes her way to her closet and grabs a tailored coat off a hanger, slipping it on before walking out with her outfit and her makeup complete.

*Power Fabric: Longwear high cover foundation #TakeThePower - Armani Beauty*

Digital content also includes a tutorial from makeup artist Linda Cantello, in which she shows what to layer over and under the foundation.

Power Fabric has also been shared as the answer to a quest for a New Year's overhaul and the means to get a look straight off the red carpet, a timely message during awards season.

A sponsored Instagram post from Armani Beauty sends consumers to Nordstrom to purchase the cosmetic.

With fashion the center of its brand, Armani often draws on runway terminology and imagery to market its beauty line.

The brand launched a skincare "multitasker" with a digital campaign equating its delicate garments to the "weightless" feel of the product on skin.

Available exclusively online, Armani's Crema Nuda is a tinted cream that is meant to cover imperfections with a lightweight formula that enables the wearer to forget she has makeup on. By making comparisons between its atelier and its beauty line, Armani is able to equate the quality of its cosmetics with its couture creations in the consumer's mind ([see story](#)).