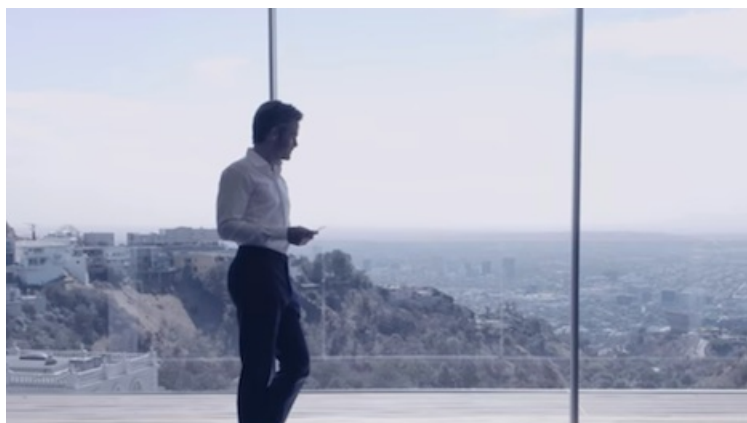


FRAGRANCE AND PERSONAL CARE

Armani Beauty brings narrative home in continued fragrance effort

February 3, 2017



Video still from Armani Beauty's effort

By SARAH JONES

Giorgio Armani Beauty is extending its Chris Pine-fronted party tale with a film that explains how the night ended.

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To launch the latest fragrance in its family of Code scents for men, the brand picked up where it left off, depicting the actor at home after an evening out. Maintaining a consistency throughout the efforts for the Code colognes reinforces the idea that these scents are designed for facets of the same man.

[Armani Beauty](#) was reached for comment.

Morning after

Armani's 30-second video opens in a bedroom, as Mr. Pine strolls over to a closet stocked entirely with white dress shirts. After selecting one and slipping it on, he pauses and gives his wardrobe a puzzled look.

The actor pulls the shirts off the shelves one by one, placing them on his bed. These dress shirts appear to be made-to-measure, with his name sewn into the label.



Still from Armani's film

Still confused, Mr. Pine begins to search through the shirts sitting on hangers, as a woman strides up behind him wearing the lost button down as a minidress. She asks him, "Is this what you are looking for?" causing the actor to

turn around.

The effort ends as he slips off his newly donned shirt while exchanging flirtatious eye contact with his companion.

A tagline promotes "Armani Code Colonia: The new freshness."

Launching in February, the fragrance opens with a bergamot accord, mandarin oil and pink peppercorn, with heart notes of clary sage, Elemi oil and lavender. Rounding out the scent's "effortless seduction" are musk notes and a tonka bean accord.

Code Colonia: Episode 3 with Chris Pine #FollowYourCode

Additional behind-the-scenes content extends the story. These snippets of up to 20 seconds add context to the shorter ad.

For instance, one does a flashback to the previous night, showing the moment Mr. Pine saw the woman in the earlier commercial ([see story](#)). The actor's memory is jogged by a piece of paper reading "follow your code," the campaign's hashtag.

Another dives further into the couple's chemistry, showing them getting closer in front of the film crew.

Fleshing out the female character, a separate clip finds her lounging with a black cat, rolling a Magic 8 ball with her finger.

Giving the fragrance a feature, Armani also included a shot of Mr. Pine getting ready, as he sprays the scent on in front of a mirror.

Return appearance

Using the same face to promote a full fragrance range can help to communicate the way in which they would fit in the same individual's lifestyle.

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](#)).

Also, French label Christian Dior is expanding upon its iconic Miss Dior fragrance by adding Blooming Bouquet to the scent's lineage to welcome spring and jolt interest in the range.

To fete Blooming Bouquet, Dior welcomed back its Miss Dior ambassador, actress Natalie Portman. Due to the popularity of Miss Dior, introducing Blooming Bouquet with a campaign featuring longtime ambassador Ms. Portman will help maintain interest in the new fragrance ([see story](#)).

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