

APPAREL AND ACCESSORIES

Armani's Frames of Life takes multimedia approach to eyewear marketing

April 12, 2017



Armani's Frames of Life campaign

By DANNY PARISI

Italian fashion label Giorgio Armani's latest eyewear collection comes with a unique interactive digital experience in the form of a love story told through audio, video, branching paths and interactive photos.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

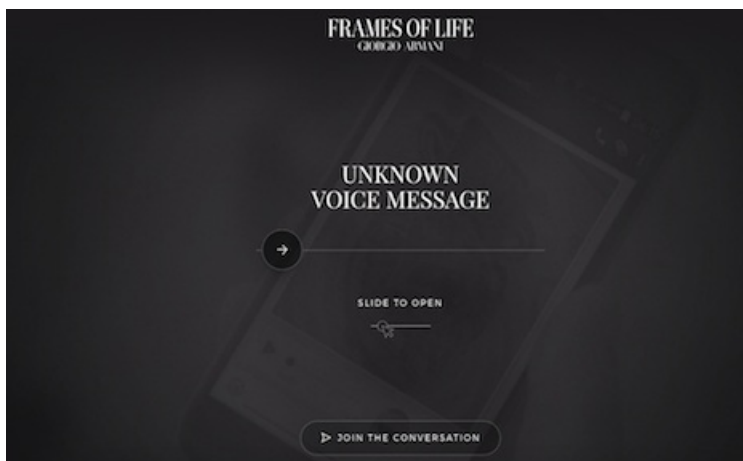
"Frames of Life," a multimedia campaign telling a romantic story about two strangers meeting through transient voice messages left on a mobile phone, takes an all-encompassing approach to marketing the new collection. Customers can interact with the story in a number of ways, learning more about the characters and linking to purchasable products from the photos on the dedicated Web site.

Frames of Life

With its latest collection of eyewear hitting stores, Armani took a different approach with its marketing campaign, going beyond a simple video announcement or even series and instead deploying a full multimedia project titled Frames of Life.

The core of the project is a short film directed by Chris Sebastian Joys, a film student at Sydney Film School who caught the fashion house's eye from a previous promotion they did with student filmmakers.

He was tasked with a directing a short film about a pair of strangers, Tristan and Emma, who share a fateful connection due to an unintentional voice message. Their conversation turns to their views of the world and how they are similar and different.



Customers can interact with the story

Eventually, while their conversation plays, the film shows the two passing each other in the street, unknowing but confident in their secret relationship.

In the film, both characters are shown in a variety of Armani eyewear pieces.

After the film, viewers can explore more content related to it. They can listen to the messages that the two characters left for each other, which are accompanied by photos of the two of them strolling around the city.

In any photo where the characters are wearing Armani glasses, the photo can be clicked to bring consumers to a shop page where they can purchase the piece.

Finally, customers can exchange their own messages with Emma, asking her about the men's and women's collections, which take them to more shopping pages, or about the campaign, which gives them access to behind-the-scenes photos.

Interactive marketing

There has been an increasing push in recent months for luxury brands to make their marketing more interactive.

This can take a number of forms, from shoppable Instagrams to interactive digital content or participatory social media campaigns.

Most recently, Turnbull & Asser turned to Google to offer customers a 360-degree tour of some of its U.K. stores.

The new tour allows customers to virtually view the inside of a few different Turnbull & Asser stores from their computers or mobile devices. This interactive exhibit is an effort to give online customers a boutique experience and incentivize consumers to go in-store to get what they need ([see story](#)).



Clicking "view" will let customers buy the look

Chaumet also went interactive with a virtual museum space that customers could explore at their leisure.

Chaumet's 12 Bis microsite launched with a digital recreation of the house's recent "Une ducation Sentimentale" exhibit that ran from February to September last year, allowing visitors to step inside the gallery of artifacts and art regardless of their location. Museum exhibits afford brands an opportunity to educate attendees on their history, but the reach of these displays is often limited, making digital extensions such as Chaumet's a means to increase the

impact of this effort ([see story](#)).

Armani's take on interactive marketing comes from a similar place, but takes a more content-focused approach, with the majority of the attention being on the film, the accompanying photos, the music and other aspects that serve as a complement to the collection.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.