

FRAGRANCE AND PERSONAL CARE

Armani Beauty takes love to new heights in fragrance push

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Image from Armani Beauty's #TogetherStronger campaign. Image credit: Armani

By SARAH JONES

Giorgio Armani Beauty is establishing its latest fragrance launches as an inseparable duo through a profile of young love.

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In a three-episode series titled "Together Stronger," the label personifies its new Emporio Armani scents Because It's You and Stronger With You, following a couple as they explore the first days of their budding romance. While a number of brands have launched scents designed as partners, Armani's marketing takes the concept of the relationship to a deeper level.

"Armani has chosen to focus on love and how it can make the, seemingly impossible, possible," said Lauren Bates, marketing manager and lead storyteller at [BlueMoon Digital](#), Denver, Colorado. "The fragrances say it in their names, but the focus is, love makes you stronger when you are together."

"This couple pushes each other to go outside of their comfort zone and embrace new experiences," she said. "And while that is standing on cabs and suspended beams for them, it embraces the art of the possible."

"Armani also speaks to the individually of the person, while expressing the power of closeness and intimacy...The brand is hoping this translates to their fragrances. One stands alone, but they work beautifully together. A compliment to the strength, and the standalone quality, that is already embodied by the other."

Ms. Bates is not affiliated with [Armani Beauty](#), but agreed to comment as an industry expert. [Armani Beauty](#) was reached for comment.

Better together

Armani's campaign is featured across both the main Armani digital channels and its Armani Beauty accounts.

Taking on the characters of new lovers Laura and Paul, actors Matilda Lutz and James Jagger star in multi-chapter content directed by Fabien Constant.

The first film, "Together We Can Fly," finds them in an apartment as they wake up together on "morning one." The

days go by as the couple ticks off a to-do list of ways they want to kiss, written on notecards on a windowpane.

While some are more obvious, "in the sky" leaves Laura guessing. She heads outside and looks up, finding him on a rooftop.



Image from Armani Beauty's Together Stronger campaign. Image credit: Armani Beauty

When she arrives on the roof, Paul is standing on a diving board. She kicks off her shoes and runs to him, jumping on him and sending them both into the water.

Episode two, "Together We Are Unstoppable," follows a single day in the couple's lives. After discussing plans to attend a concert that evening, the duo gets to work. Paul heads to the office, drafting all day, while Laura stays in the apartment to write.

Laura had made a point to Paul about being on time for the event, but she accidentally locks herself out of the apartment, delaying herself. Meanwhile, her significant other is stuck at the office.

Racing to make it, both halves of the couple quickly get ready to go, stopping to spray on their respective fragrances. Emerging on opposite sides of a sea of taxis on a city street, the couple climbs atop the cars, meeting in the middle as they give up on their plans.

Finishing out the series, in "Together We Touch the Sky" the couple goes back and forth issuing challenges, for instance, meeting where they first kissed.

Finally, Laura leaves Paul a note that mirrors the title of the film. After being perplexed by the vague message, he figures out where she is: atop a beam hovering over the city. After he climbs a ladder and stepping out onto the swinging structure, the couple is reunited, confessing their feelings.

Continuing the idea that these two halves of the relationship are equally strong, a voiceover at the end of the film features both actors speaking.

Episode Together We Can Fly - Together Stronger The new series by Emporio Armani

Armani Beauty, a license of L'Oreal, aimed for balance and equality in these new scents. Because It's You, by perfumer Anne Flipo of IFF, is feminine with notes of raspberry, neroli, rose absolute, vanilla and musks.

Mane's Ccile Matton designed Stronger With You, including spicy notes such as pink peppercorn along with sage

and vanilla.

The bottles also speak to commitment, with the O in you within both fragrance names fashioned after double rings.



Armani Beauty's Because It's You

"Armani has embraced the art of visual storytelling and is playing to the romantic side of their millennial audience," Ms. Bates said. "Older generations will get a sense of nostalgia with the new romance aspect of some of the shorts.

"And who doesn't love love? But, the focus here is the millennial audience," she said. "The choice to pair the fragrances together is a wise in the sense that they aren't sold together, but together they make a set."

Love affair

Luxury labels frequently market scents to couples, designing and promoting juices that are a perfect match.

For instance, British fashion house Burberry is creating a persona for its new Mr. Burberry scent by documenting the character's weekend in London.

Centered on a film directed by Steve McQueen, the Mr. Burberry digital campaign weaves a narrative that centers on the interactions of a couple in a hotel room. This sensual approach is a fitting launch for the scent, which was designed as a romantic partner to the label's My Burberry fragrance ([see story](#)).

Also, U.S. fashion label Carolina Herrera is educating on alluring tactics to promote the new editions of its men's and women's CH scents.

"The Art of Seduction" campaign spot tells a passionate tale through the eyes of both a male and female, from the moment they first lock eyes in their neighboring apartments to their flirting and eventual connection at an evening affair. Taking the effort beyond a static video, the brand created a coordinating microsite, which enables consumers to further explore gender-specific content designed to help instill confidence to create a seductive moment of their own ([see story](#)).

"The big win here is the brand's focus on romance, on love," Ms. Bates said. "They want you to put yourself in the shoes of this couple. They want you to go through the motions with the couple, the nostalgia, the nuance, the excitement.

"This series, this campaign, speaks so strongly to millennials that it would be a complete surprise if it didn't resonate with that audience," she said. "Their target consumer will embrace the concept of purchasing the fragrances together because it speaks to their relationship.

"It speaks to individuality while supporting the theme of being stronger because of love. It is the softness of love combined with the strength of love that is the concept...Love doesn't have to be either soft or strong. It can be both."

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