

APPAREL AND ACCESSORIES

Armani eyewear effort presses pause on hectic pace

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Image from Armani's "Stop and See" campaign. Image credit: Armani

By SARAH JONES

Italian fashion label Giorgio Armani is encouraging consumers to pause their nonstop lifestyles for a moment to view the world around them.

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The brand's fall/winter 2017-18 Frames of Life eyewear campaign, "Stop and See" contradicts the current mindset that individuals should make the most of every possible second, suggesting that consumers to slow down. Like many of the brand's other eyewear efforts, the concept of sight is a central theme to the campaign, allowing the campaign to speak to the idea of vision without overtly promoting the brand's frames.

Armani was reached for comment.

Taking a break

"Stop and See" is featured on Armani's Frames of Life microsite as well as on the brand's social channels.

When consumers navigate to the Web site, they are first asked if they are "ready to run." Set in the lively city of Lisbon, Portugal, the black-and-white campaign film is set to the voiceover of women reading expressions consumers are likely familiar with, such as "there's no time to waste" and "experience it all."

Over these common inspirational phrases, a man is seen at a house party, dancing with other revelers. Another man revs up a Mercedes convertible to top speed, while a female protagonist runs along Lisbon's mosaic pavement in heels.

Embracing the nonstop habit of today, the three main characters are seen going at full pace toward unidentified targets.



Still from Armani's Stop and See film. Image credit: Armani

The woman throws off her heels, leaving them on a sidewalk as she keeps moving barefoot. Meanwhile, the man at the party has left and is climbing onto rooftops and running along the tops of buildings, chasing an unidentified target.

Eventually, the voiceover asks, "Why are we running?" It also begs the question, "What if we stopped, completely?"

At this point, the characters respond accordingly. The woman reaches the water and is forced to stop running, while the driver puts on the brakes as a herd of sheep crosses a rural road. On a rooftop, the other man watches as someone launches a kite into the air.

As these characters pause, the film showcases what is in their line of sight through the reflection in the sunglasses or optical lenses they wear.

Giorgio Armani - Frames of Life - 2017 Campaign - Stop and See

After viewing the film, consumers are invited to "live the story" through interactive content. As the phrases from the film appear in succession, they can opt to stop and see for themselves, with options to explore the men's and women's collections produced under a licensing deal with Luxottica or take a photographic stroll through Lisbon.

Armani's film was directed by Pepe Avila De Pino and Kirsten Tan, whom the label discovered during its 2014 Films of City Frames competition when they competed as New York University Tisch School of the Arts students.

Interactive experience

For Frames of Life, Armani has frequently opted for campaigns that go beyond a static film.

Armani's previous eyewear collection came with a unique interactive digital experience in the form of a love story told through audio, video, branching paths and interactive photos.

"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 ([see story](#)).

In 2015, Armani also asked consumers to share their unique perspectives by placing themselves within its Frames of Life eyewear campaign.

On a dedicated microsite, consumers could connect and view a series of films featuring diverse, global individuals, with an optional Web cam eye-controlled navigation for added immersion. Allowing consumers to place themselves within the campaign may lead to higher engagement with Armani's content ([see story](#)).