

FRAGRANCE AND PERSONAL CARE

Armani Beauty inspires consumer content via bold effort

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Cate Blanchett is returning as the face of Armani S Passione. Image credit: Armani Beauty

By SARAH JONES

Giorgio Armani Beauty is giving consumers a platform to share their passions as it launches its latest scent.

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As an extension of its inspirational effort for S Passione, Armani is hosting a user-generated content campaign, allowing individuals to create their own branded videos. Armani Beauty's marketing for its S line has centered on pushing women to find their voice, a message of empowerment that this newest effort continues.

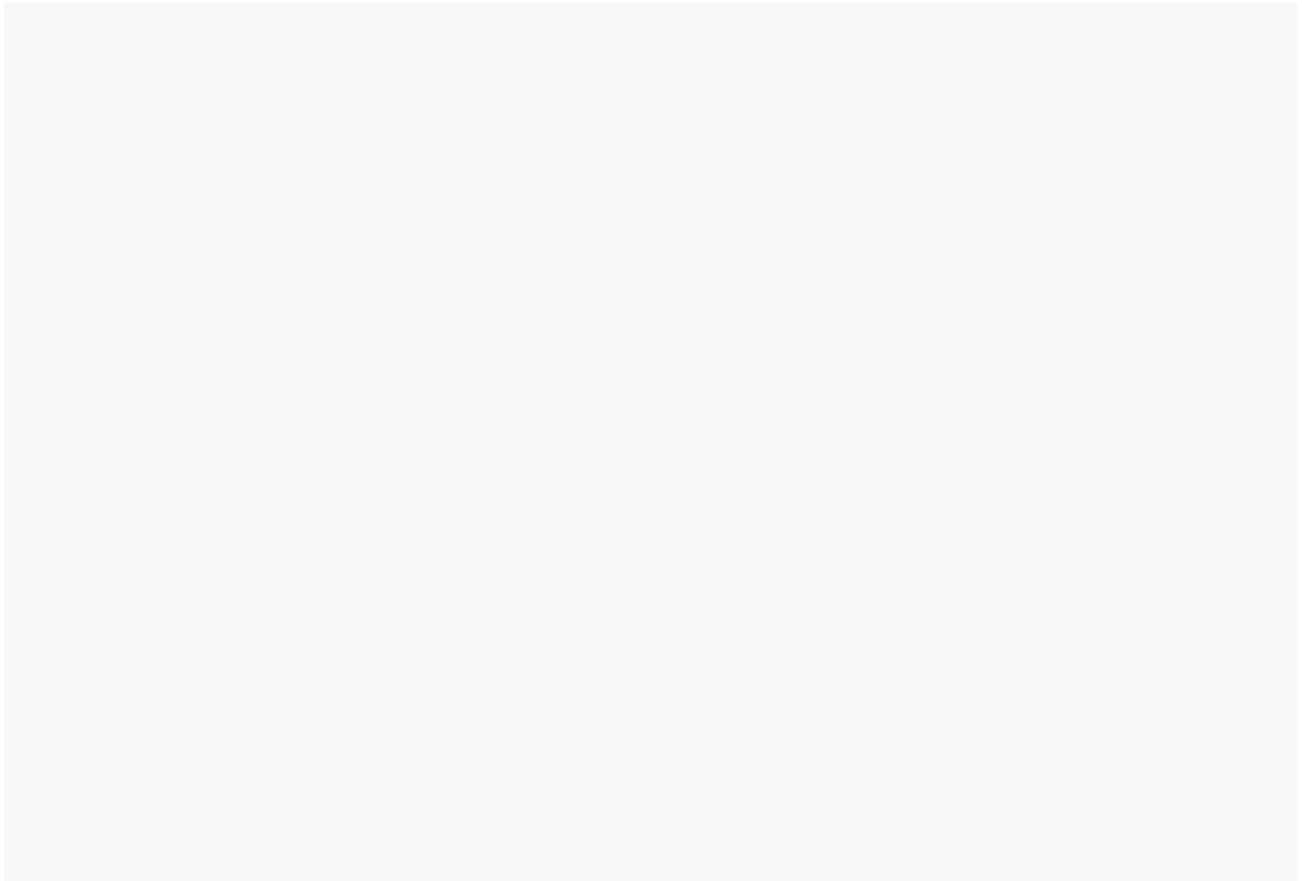
[Armani Beauty](#) was reached for comment.

Passion points

Armani's campaign for S Passione sees Cate Blanchett return as the face of the family of scents. The actress poses in a crimson pantsuit in front of a red backdrop, mirroring the ruby hue of the fragrance bottle.

Photographed by Tom Munro, the campaign features Hyphen Hyphen's track "Closer to You."

A large, empty rectangular area with a light gray background, likely a placeholder for an image or video.



An iconic face for a bold new fragrance. Cate Blanchett embodies the S PASSIONE woman: vibrant, dynamic, and passionate. Discover the newest scent of the S collection now. #ArmaniBeauty #SaySiToPassion #SaySi #CateBlanchett

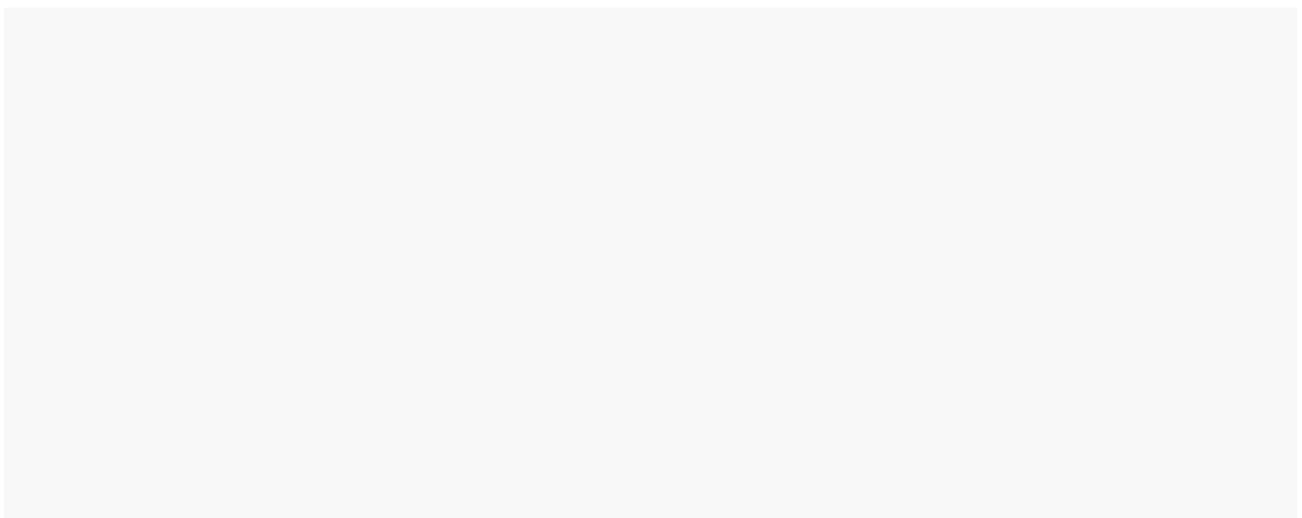
A post shared by Armani Beauty (@armanibeauty) on Jan 25, 2018 at 5:29am PST

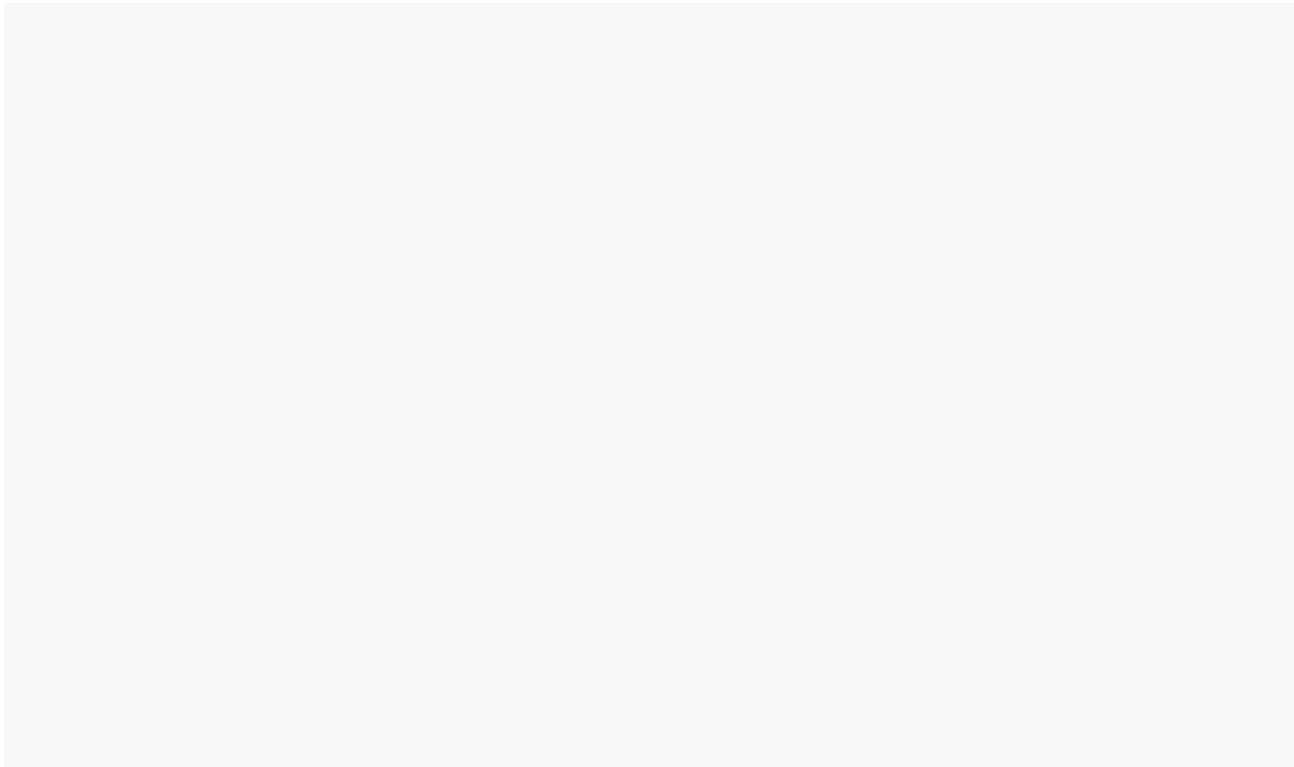
The fragrance marketing invites consumers to #SaySiToPassion and "unleash the passion that beats within."

Meant to be the scent embodiment of a red lip, S Passione opens with pink pepper followed by pear and blackcurrant. Making up the fragrance's floral heart are notes of rose, heliotrope and jasmine.

Perfumer Julie Masse also incorporated notes of vanilla and cedarwood into the scent to create a bold fragrance.

While featuring the same curved bottle as the Si fragrances that came before it, Si Passione has an inner lacquer in a carnation red. The bottle's neck also features a golden ring as a symbol of eternity.





Passion: a strong emotion; a boldness, an audacity; living life to the fullest. S PASSIONE, the new fragrance by Giorgio Armani, unleashes the passion of the S woman - empowered, feminine, and free. What's your passion?
#ArmaniBeauty #SaySiToPassion #SaySi

A post shared by Armani Beauty (@armanibeauty) on Jan 27, 2018 at 8:02am PST

Encouraging consumers to find their own passion, Armani Beauty is giving them the opportunity to share what inspires them.

Through a campaign page of the brand's Web site accessible via an Instagram link, consumers can create their own short video that intersperses photos and text. Individuals can either connect their Facebook account or enter their information manually.

Consumers are first asked to fill in what they are passionate about in their own words.

Then, the experience lets consumers pick three photos to illustrate their passion.

After both text and images are chosen, Armani's experience produces a short film, which can be downloaded or shared. The brand also delivers a copy to the user's inbox so they can keep their branded content.

In addition to the digital campaign, Armani Beauty gathered influencers and press for a launch event in Paris.

"Si is my tribute to modern femininity an irresistible combination of grace, strength and independence of spirit," said Giorgio Armani in a statement.

Social engagement

Armani's efforts surrounding its S line have often focused on building a community through social interaction.

For instance, the beauty brand helped consumers find the source of their inspiration and the driving force behind their actions through a digital campaign surrounding its S fragrance.

A follow-up to the brand's effort fronted by Ms. Blanchett for the scent's debut in 2014, Armani has put out a new film featuring the actress, a Google Chrome browser extension and a social media tie-in designed to push consumers to actively pursue a life of yesses. Going beyond product, this effort is likely to stick with consumers for a lengthier time period ([see story](#)).

Giorgio Armani also shared what it would say "S" to in 2017 through a social activation tied to its S women's fragrance.

The premise for the marketing efforts created for S are rooted in encouraging women to say yes to challenges and new adventures while finding inspiration in their peers. Pushing this particular at the end of a year was timely, as many of Armani's consumers were pondering resolutions and things they wish to change in the year ahead ([see story](#)).

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