

FRAGRANCE AND PERSONAL CARE

Armani takes to the water to manifest depth, intensity

March 8, 2018



Armani joins wood and water together in latest fragrance installment.

By BRIELLE JAEKEL

Italian label Giorgio Armani is diving into the inner strength of man with a new fragrance campaign that puts visual notes to its scent.

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

Merging wood with water, Armani's marketing for Acqua di Gi Absolu is focusing on a visual representation of the notes in the fragrance while focusing on masculine themes. A new film supports this idea and shows a man aligning with nature to display his inner strength.

"Fragrances are about evoking emotion and desire, a sense of smell creates a feeling and an image that is very personal in someone's mind and often wrapped in sensuality and seduction," said Rony Zeidan, founder and creative director of RO New York. "A video or an image helps stimulate the visual sense and lives beyond the bottle and packaging which often times lacks the sensory ability that a moving image has."

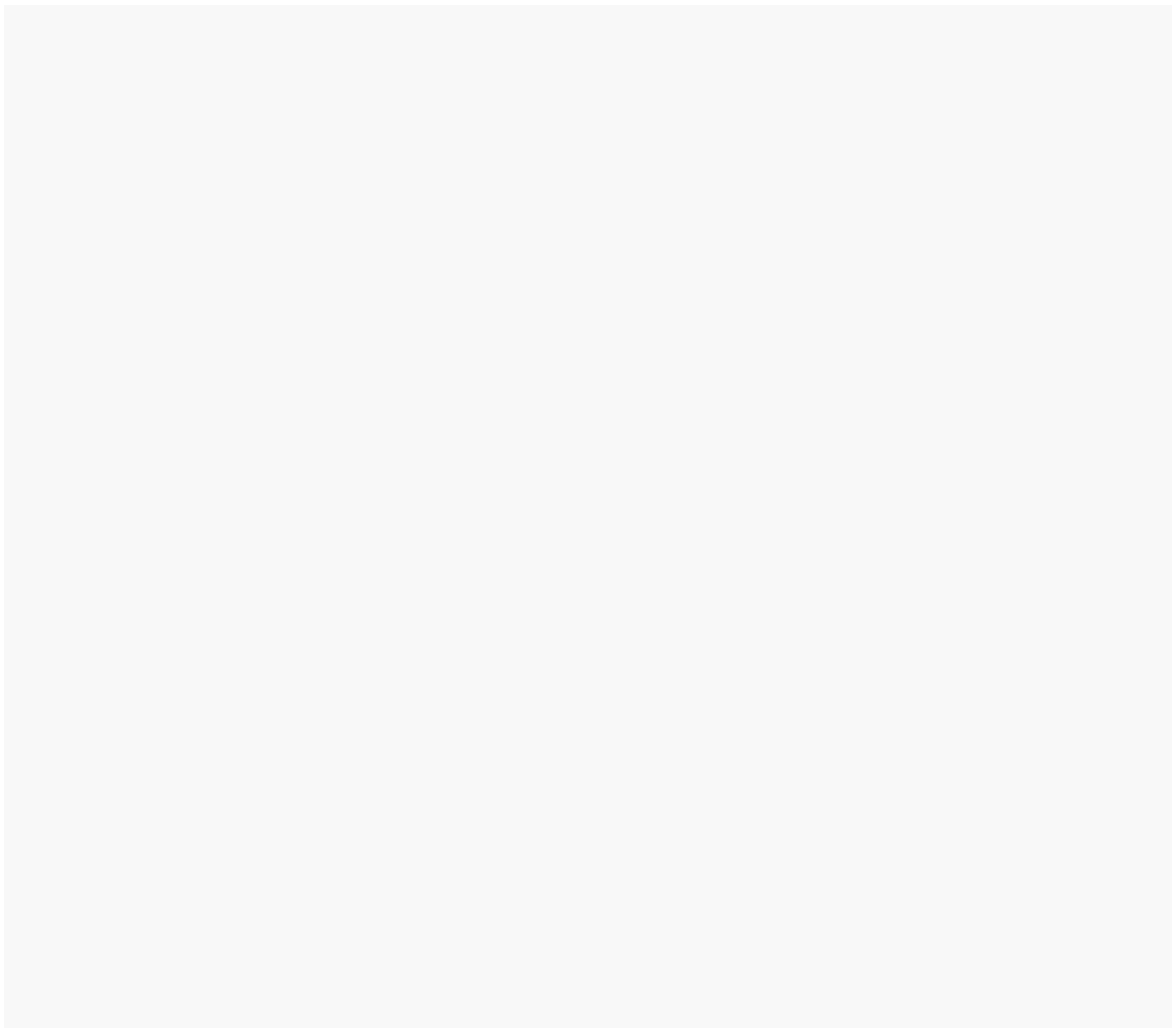
Mr. Zeidan is not affiliated with Armani but agreed to comment as an industry expert.

Diving into the deep

Armani tapped model Jason Morgan for its latest installment of the Acqua di Gi line of men's colognes in hopes to appeal to the "modern conscious man."

The campaign short features Mr. Morgan swimming through a body of water, with an emphasis on his muscles.

He emerges through the water's surface and the film focuses on the water beading off his shoulders.



A balance of spirituality and sensuality, new ACQUA DI GI ABSOLU is created for the modern conscious man.

#ArmaniBeauty #AcquaDiGio @jasonmorgan35

A post shared by Armani Beauty (@armanibeauty) on Mar 6, 2018 at 4:31am PST

The model begins to climb a tree, still wet from swimming. He reaches the top of the tree and stares off into the distance.

A wider shot reveals the tree is in the middle of the large body of water, with a view of an island off in the distance. Mr. Morgan raises his arms as the score that has been playing throughout the film goes silent.

He leaps off the tree and into the water and the music begins again with intensity. His entrance into the water makes a large splash, and a bottle of Armani's new fragrance appears in his place.

Armani's new fragrance spot

In a look behind the scenes, the director of the new spot, Francois Rousseau, explains that the guiding theme of the film is verticality. The model discovering the tree is a symbolic take on something deeper.

The photographer behind the still campaign reveals that the Armani brand and the Acqua di Gi campaigns stand out thanks to the emotionality that is emphasized.

Armani fragrance marketing

The new spot is part of Armani's new push to brave the elements and take viewers on sensorial experience for its Acqua di Gi fragrances for men.

A video series, "The Scent of Life," is profiling different extreme athletes who demonstrate a command and strong

relationship with nature within the confines of their sport. Adrenaline-inducing tasks and extreme sports are common themes in men's fragrance marketing, used to compare a brand's cologne to an intense experience ([see more](#)).

For its men's fragrance campaigns, Armani is focusing on intensity.

For its women's fragrance, Giorgio Armani Beauty recently gave consumers a platform to share their passions as it launched its latest scent.

As an extension of its inspirational effort for S Passione, Armani hosted 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 ([see more](#)).

"Aqua Di Gio is Armani's iconic pillar fragrance for men and has always evoked imagery related to water," RO NY's Mr. Zeidan said. "As time evolves and the fragrance becomes a classic one in the portfolio, the image has remained close to its root of water, and sensual men."

"Several other brands have introduced fragrances that play with those codes most table Dolce and Gabbana Light Blue and Davidoff Cool water, but Armani's remains unique in remaining elevated and more premium and evoking a raw link to nature and Man."

© 2020 Napean LLC. All rights reserved.

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