

APPAREL AND ACCESSORIES

Armani inspires consumers to find joie de vivre in eyewear effort

March 16, 2018



Image from Giorgio Armani's spring/summer 2018 advertising campaign. Image credit: Armani

By SARAH JONES

Italian fashion label Giorgio Armani is putting a lens on life's impromptu moments of happiness to promote its eyewear.

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The brand's spring/summer 2018 sunglass and optical campaign features models leaning into spontaneity, whether hitching a ride or having a pillow fight. These snippets aim to connect the collection's various styles and the characters' different perspectives through a shared bond of joie de vivre.

"Spring and summer signal the beginning of sun and fun," said Jim Gentleman, chief strategy officer at **SK+G**, Las Vegas.

"This campaign equal parts frivolity and adventure showcases Armani's new eyewear collection as an integral part to enjoying the season," he said.

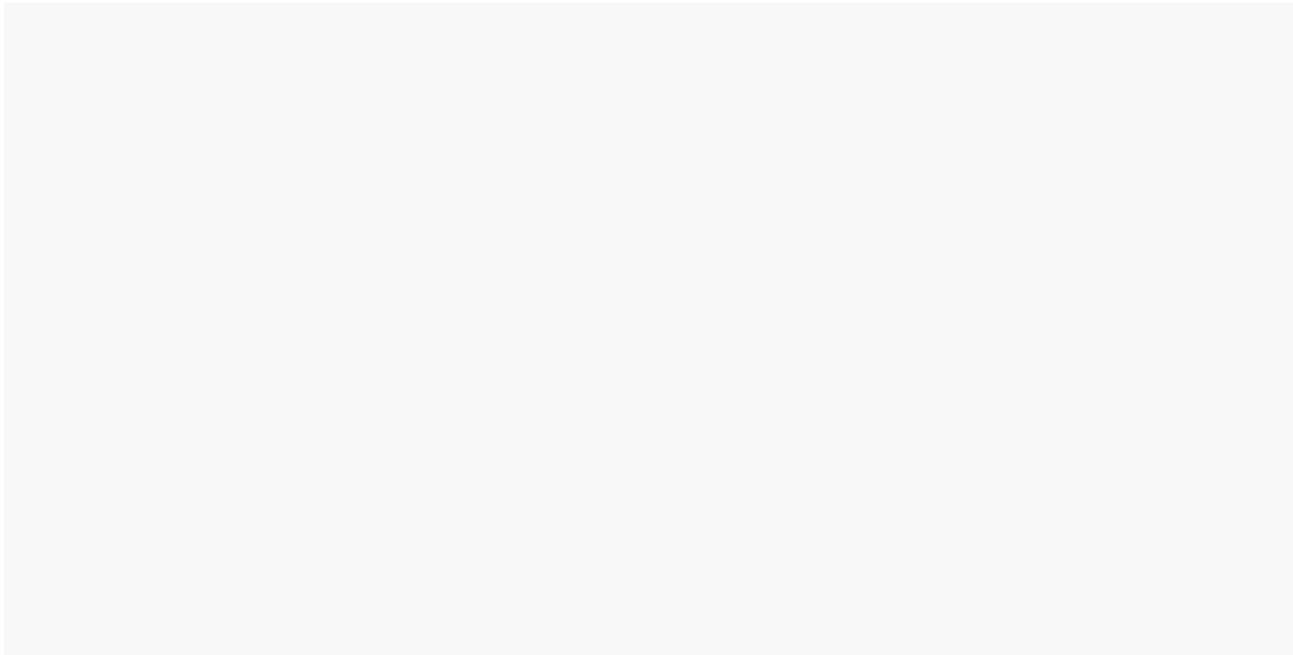
Mr. Gentleman is not affiliated with Armani Eyewear, but agreed to comment as an industry expert. **Armani Eyewear** was reached for comment.

Eying happiness

Armani's campaign is split into vignettes, capturing an individual snapshot of life.

In one, a man and woman walk arm-in-arm down a dock. The woman points off-screen excitedly, and viewers soon find out the cause for her glee, as she is shown being pushed in a shopping cart by her companion.

Another finds a woman riding a bicycle down a street. Her unfettered joy is infectious and causes a passing motorist to lean out her car window, sharing in the moment.



Introducing the Giorgio Armani Eyewear SS18 advertising Campaign. Different glasses for different personalities, linked by one common characteristic: joie de vivre. #GAeyewear Discover the collection at the link in bio

A post shared by Giorgio Armani (@giorgioarmani) on Mar 15, 2018 at 6:56am PDT

Similarly, two women riding in a convertible exchange smiles with a man on a motorcycle, whose copilot is a pet dog wearing aviator goggles.

A man in the desert flags down a bus, getting the driver to stop for him. He throws his bag atop the vehicle before climbing on board.

Another scene sees two men playfully hiding before racing towards their friend. Wielding pillows, the men get into a feathery fight.

Armani also depicts playfulness in a beachy clip. A man and woman playfully chase each other before he scoops her up in his arms.

"The campaign presents Armani as youthful, lighthearted and style-driven a classic brand with a long heritage that remains relevant and contemporary today," Mr. Gentleman said.

Believing in seeing

Often, Armani's eyewear campaigns look to inspire consumers to see the world differently through ensemble casts.

Previously, Giorgio Armani encouraged consumers to pause their nonstop lifestyles for a moment to view the world around them.

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 ([see story](#)).

Beyond sight, these efforts often look to engage consumers' senses or emotions.

Another Armani eyewear campaign 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, took 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](#)).

"The vignettes portray a spirit and lifestyle that Armani believes consumers aspire to live," SK+G's Mr. Gentleman

said. "The videos serve as an example of engaging branded content intended to bolster the brand's overall sales and marketing efforts."

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