

APPAREL AND ACCESSORIES

## Armani portrays power of fashion through film

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Sara Senaiocco stars in "Una Giacca." Image credit: Armani/Silos

By SARAH JONES

Italian fashion label Giorgio Armani is proving that the right garment can make all the difference in a cinematic project.

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Produced by the first class of the Armani/Laboratorio workshops, the short "Una Giacca" tells the story behind one blazer. Jackets helped catapult the Armani label into a multi-billion dollar business, making the article of clothing a fitting main character for a brand film.

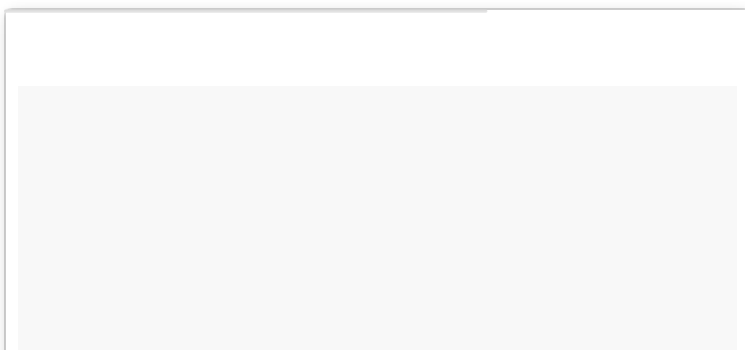
"I see the film as an extension of the brand's philosophy of nurturing young creatives," said Romey Louangvilay, communications director at [ELMNTL](#), New York.

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

### Cinematic collaboration

Armani built on its support of emerging filmmakers through a free workshop at the Armani/Silos exhibition space in Milan.

Armani/Laboratorio kicked off in January, allowing aspiring creatives to learn the ropes of eight parts of the filmmaking process ([see story](#)). Una Giacca is the resulting film, developed by the students with help from professional mentors.



During the press screening of the short film "Una Giacca" the mentors of the Armani/Laboratorio describe in their own words the inspiration behind the short: the Giorgio Armani jacket #ArmaniLaboratorio Watch the short film "Una Giacca" on armanisilos.com Special thanks to: Michele Placido, Gabriella Pescucci, Luca Bigazzi, Francesca Marciano, Patrizio Marone, Maurizio Silvi and Aldo Signoretti

A post shared by Giorgio Armani (@giorgioarmani) on Mar 1, 201..

The short opens with the voiceover, "Each outfit tells two stories. The first one speaks about ourselves, while the second about who we'd like to be."

In black-and-white footage, a woman is seen walking into a waiting room wearing a suit and heels. She takes a seat in a row of women similarly clad in business attire.

The film then shows an editor interviewing a job applicant, describing how the publication's view on elegance is "simple" and "natural." She takes her jacket off her shoulders and passes it to the candidate, asking her to describe it.

Next, the film cuts to a flashback, as the editor gets nostalgic, and the film turns to color.

A younger version of the woman is seen at her parents' apartment trying on a dress for an interview at a magazine, appearing confident. The young woman, whose name is Giorgia, runs out the door and her luck turns.

After her car will not start, she decides to travel to the interview on foot. While walking, she gets caught in the rain without an umbrella and arrives to the office drenched.

Giorgia enters a waiting room and receives looks and laughs from fellow interviewees.

When Giorgia's name is finally called, the protagonist rushes towards the office door, knocking into a man carrying a tray with coffee, spilling the mug's contents on her dress. Visibly upset, she rushes to another room to try to remove the stain, and the man follows.

Trying to help, he attempts to distract from the spilt coffee with the addition of a hat to her outfit. She instead borrows his jacket, covering up the stain.

Returning to the present, Giorgia is seen walking out of her office. On her way down the stairs, she bumps into a young woman in a hoodie, who asks about the interviews.

While the interviews are over, the editor agrees to give her a minute, and asks her to also describe the jacket. After hearing her answer, Giorgia moves to leave the building.

Embedded Video: <https://www.youtube.com/embed/iSUwdKYSU90>

*Armani/Laboratorio: Una Giacca (A jacket)*

The candidate asks to try on the coat and then shares more details about how she feels wearing it, prompting Giorgia to hire her on the spot.

Fashion film

Fashion should not be treated as a series of products, but as the presentation of a lifestyle, according to an Armani executive.

At the Condé Nast International Luxury Conference Armani global communications director Claudio Calò spoke of how the brand has leveraged the power of cinema to elevate its brand beyond products. Fashion and cinema have had a dialogic relationship for decades, and by leveraging cinematic tools, fashion brands can give themselves and their products a fuller lifestyle ([see story](#)).

"Sometimes, you have to look at the up-and-coming talent and finesse their skills in order to find new ways to excite your customers, even if that means curating the talent seen in young artists, such as the filmmakers they found," ELMNTL's Mr. Louangvilay said. "The film does a great job in showing the importance of finding the right talent. It brings customers into their process so they grow with the brand."

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