

FRAGRANCE AND PERSONAL CARE

Cate Blanchett represents the Giorgio Armani Beauty woman

May 21, 2018



Cate Blanchett acts as Giorgio Armani ambassador; Image credit: Armani.

By STAFF REPORTS

Giorgio Armani Beauty is broadening utility of one of its ambassadors to embody the label's image as a woman, for all of its beauty endeavors.

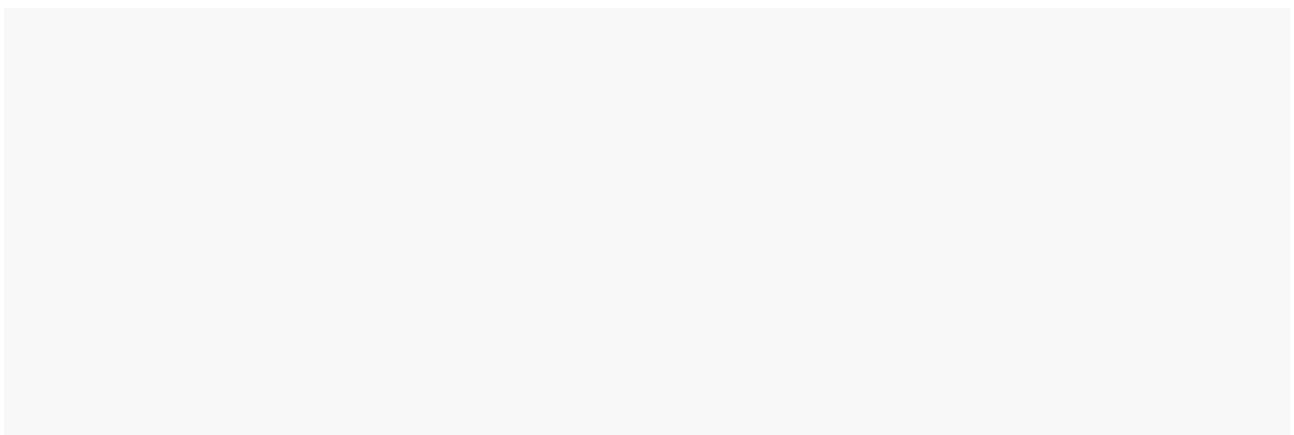
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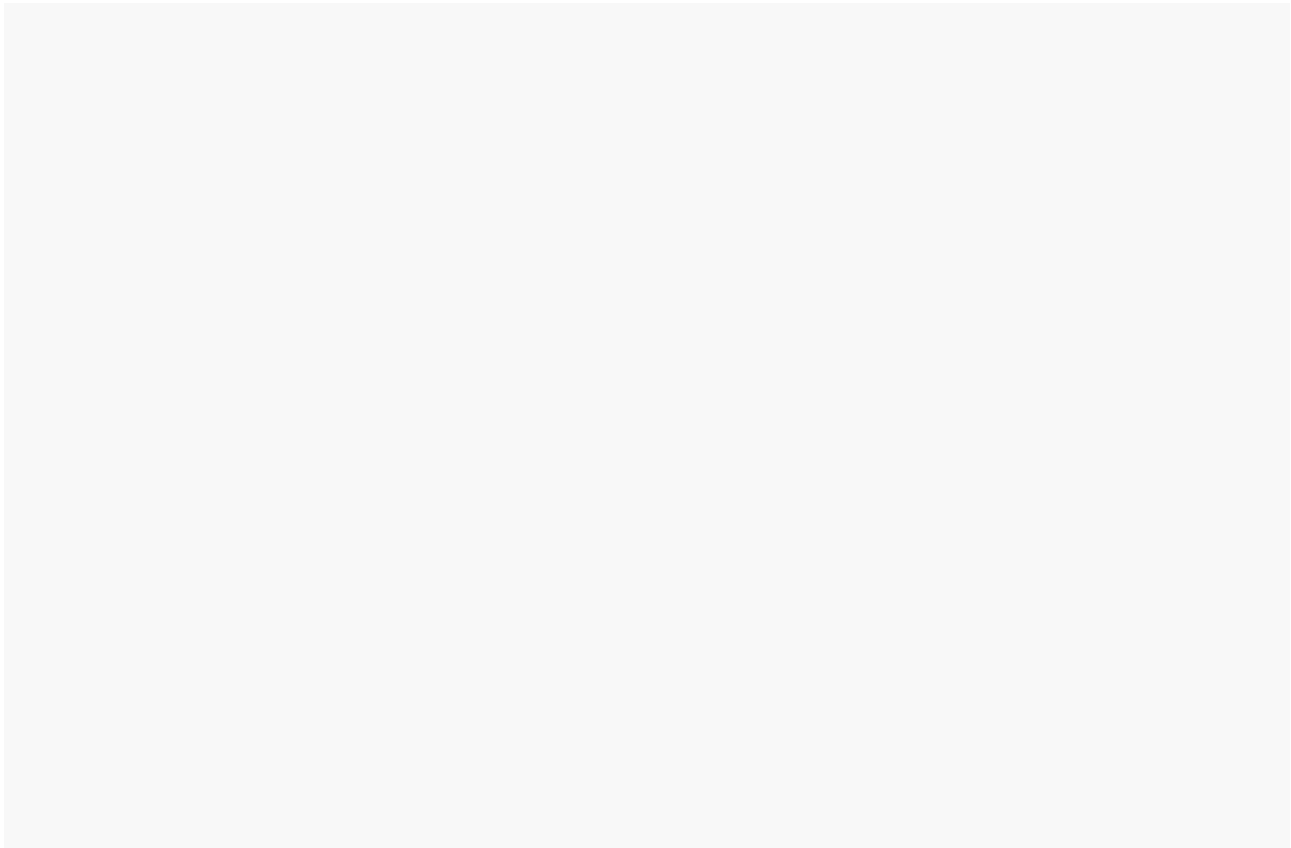
Actress Cate Blanchett has acted as the beauty brand's spokesperson for its S fragrances since 2013. The brand's eponymous designer is extending her role to all of its makeup and skincare, as he believes she embodies the true Giorgio Armani woman.

Beauty ambassador

Ms. Blanchett's new position for Giorgio Armani Beauty makes her the first Global Beauty Ambassador of the brand.

"Luminous and sophisticated, her natural elegance and distinguished beauty are striking," says Giorgio Armani. "I am pleased to deepen our longstanding relationship."





What were the secrets of Cate Blanchett's radiant makeup last night on the #festivaldecannes red carpet? Here is the step by step by #ArmaniBeauty: SKINCARE Crema Nera Supreme Reviving Serum Crema Nera Supreme Reviving Cream Light Texture FOUNDATION Face Fabric Foundation in shade 0.5 High Precision Retouch Concealer Compact Cream Concealer in shade 2 EYES Eye Tint in shade 11 "Rose Ashes" on brow bone Eye Tint in shade 22 "Spice Smoke" in the socket of the eye and on the lid Eyes To Kill Intense Eyeshadow in shade 2 "Lust Red" on the lid Eye & Brow Maestro in shade 1 "Obsidian Black" on the roots of the lashes Black Ecstasy mascara in shade 1 "Obsidian Black" Eye Precision Brow Pencil in shade 12 CHEEKS Cheek Fabric in shade 502 Neo Nude A-Highlight in shade 10 Neo Nude Fusion Powder in shade 6.5 LIPS Lip Maestro in shade 202 "Dolci" Smooth Silk Lips Pencil in shade 3 #Cannes2018 #CateBlanchett @GiorgioArmani

A post shared by Armani Beauty (@armanibeauty) on May 13, 2018 at 9:45am PDT

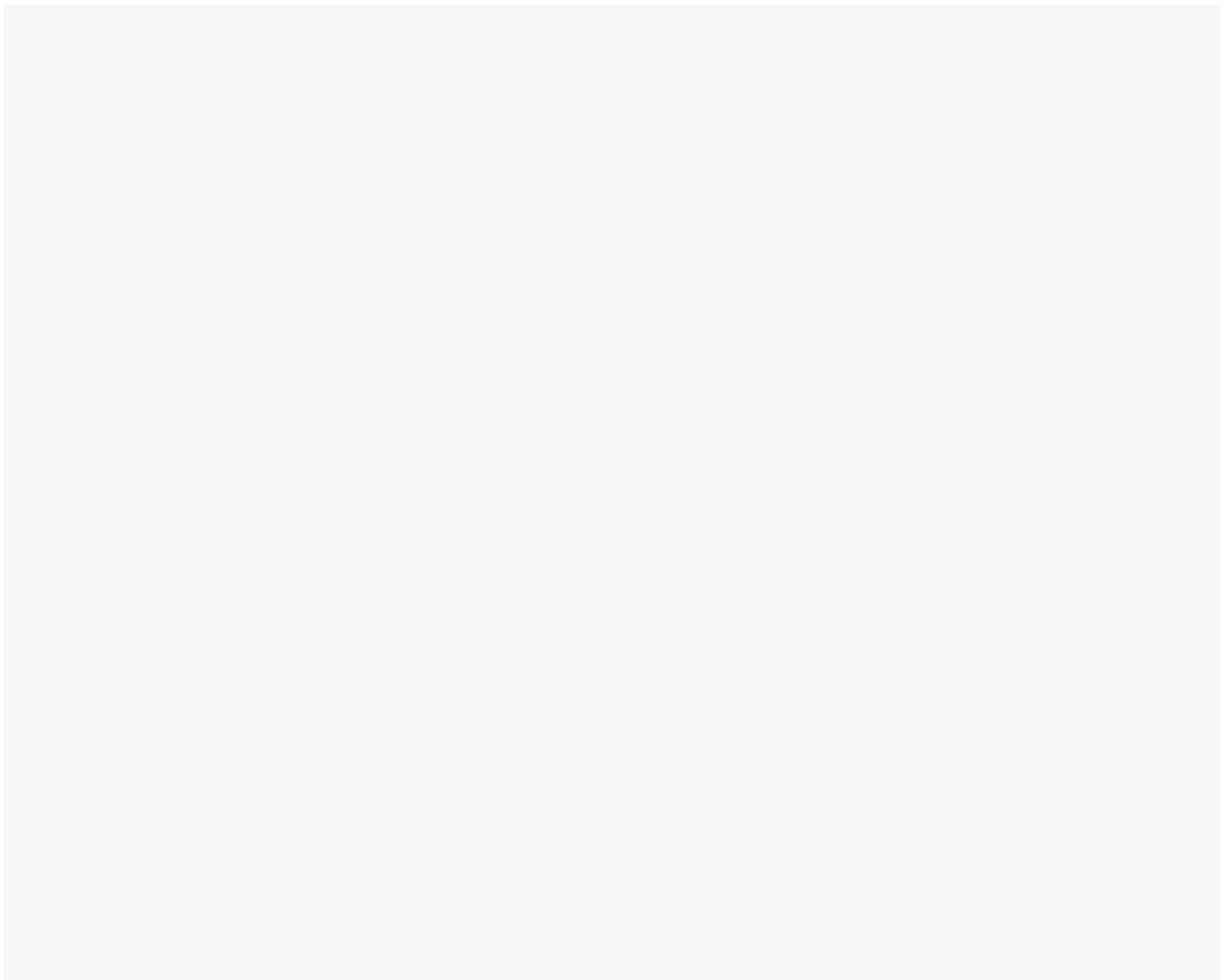
The label and Mr. Armani believe the beauty brand stands for enhancing and revealing natural beauty rather than transforming, feeling as though Ms. Blanchett represents these ideals.

For this year's Cannes Film Festival, the actress took to the red carpet modeling both Armani Beauty products and a gown from the label, as she was the 2018 Film Jury President.

The label's beauty page on Instagram shared numerous posts with fans, detailing how to get the actress' look.

Many more moments like this are to come, as Ms. Blanchett is starring in four upcoming films such as "Oceans 8," "Where'd You Go Bernadette," "The House with a Clock in its Walls" and "Mowgli" this year.





Jury President of this year's Cannes Film Festival, and face of the S fragrance, Cate Blanchett was radiant as ever on the red carpet yesterday. Recreate her look with these #ArmaniBeauty essentials: SKINCARE Armani Prima Day-Long Skin Perfector Trouble Zones Crema Nera Reviving Eye Cream Armani Prima Glow-on Moisturizing Balm FOUNDATION Fluid Master Primer Luminous Silk Foundation in shade 3 High Precision Retouch Concealer Compact Cream Concealer in shade 2 EYES Eye & Brow Maestro: in shade 13 "Platinum" under the brow in shade 2 "Wenge Wood" in the socket of the eye in shade 1 "Obsidian Black" along lower lid and in roots of lashes Eyes To Kill Classico mascara in black CHEEKS Neo Nude A-Blush in shade 30 Neo Nude Fusion Powder in shade 5.5 LIPS Smooth Silk Lips Pencil in shade 6 Rouge Ecstasy in shade 302 "Tokyo" #Cannes2018 #CateBlanchett @GiorgioArmani

A post shared by Armani Beauty (@armanibeauty) on May 9, 2018 at 5:18am PDT

Prior to this, Cate Blanchett returned as the face of the S Passione family of scents in a campaign in which consumers were given 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](#)).