

FRAGRANCE AND PERSONAL CARE

Armani Beauty rides emotional roller coaster in filmic shorts

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Armani Beauty Stars focuses on models' emotions. Image credit: Armani Beauty

By SARAH JONES

Italian fashion label Armani is putting the emphasis on expressions in a cinematic series for its beauty line.

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Armani's Beauty Stars campaign takes place in a movie theater, where the emphasis is on the audience's reactions rather than what is on screen. Instead of highlighting specific products, the short films instead create a mood and feeling around Armani Beauty.

"Quite simply, this kind of branded content is the new norm especially when targeting the younger, female demographic Armani Beauty covets," said Jim Gentleman, chief strategy officer at **SKG**, Las Vegas. "Brands like Armani need to engage and entertain audiences if they want them to pay attention.

"The hard-sell, disruptive formula once predominant in marketing is becoming less and less effective, certainly among younger generations," he said.

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

Express yourself

Beauty Stars features models Grace Ming, Kristine Froseth, Sung Hee Kim and Nora Arnezeder as they sit in a movie theater.

Directed by filmmaker Zoe Cassavetes, the shorts focus in on the model moviegoers, with many closeups of their facial expressions.

Ms. Froseth is seen alone at the theater. As the flick plays, she clutches the armrest of her chair, moved by what is on screen.

As the scene progresses, she begins to shed tears.

Ms. Arnezeder stars in a more playful vignette. With her eyes glued to the film, she fidgets slightly in her chair, twisting a ring on her finger or flicking her foot.

Something on screen causes her to grab her significant other's hand. As she does so, the viewer can see that he had fallen asleep, and her movement jostled him awake.

As he is startled, he accidentally knocks Ms. Arnezeder's purse to the floor, spilling the beauty products that were inside. He picks everything up, and she kisses him on the cheek.

In the third film, Ms. Ming enters a darkened theater, spilling popcorn as she makes her way down the stairs. She takes a seat in between two friends.

The model is engrossed with the film, snacking periodically as she stares at the screen. At one point, she drops a beauty product on the floor, kicking it under the chair in front of her as she reacts to the movie.

Beauty Stars by Giorgio Armani featuring Grace Ming

Along with the short films, Armani is featuring screen tests with the models, showing them laughing, crying or flirting.

"The Armani Beauty video vignettes are captivating and intriguing, making the viewer wonder what movie each of the campaign's Beauty Stars' is watching to cause such raw, emotional reactions," Mr. Gentleman said. "They communicate a sense of natural beauty, innocence, style and quality."

Storytelling

In beauty and beyond, Armani's marketing often aims to tell stories or set moods rather than being product-centric.

For instance, the fashion label is putting a lens on life's impromptu moments of happiness to promote its eyewear.

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 ([see story](#)).

Armani Beauty is establishing its latest fragrance launches as an inseparable duo through a profile of young love.

In a three-episode series titled "Together Stronger," the label personifies its new Emporio Armani scents Because It's You and Stronger With You, following a couple as they explore the first days of their budding romance. While a number of brands have launched scents designed as partners, Armani's marketing takes the concept of the relationship to a deeper level ([see story](#)).

"While Armani Beauty products may not be blatantly displayed in the Beauty Stars vignettes, they are effectively showcased within each video highlighted in subtle, creative fashion within each story," Mr. Gentleman said. "This treatment makes each vignette more relatable and believable than the more traditional beauty product advertising approach."