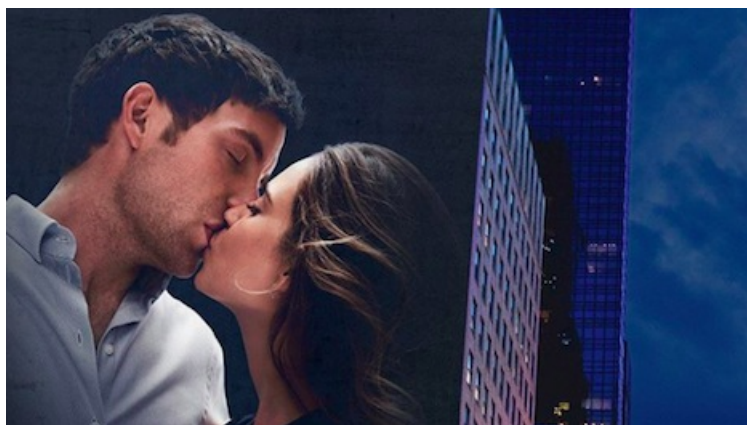


FRAGRANCE AND PERSONAL CARE

Armani Beauty's narrative approach to its dual scents returns

June 28, 2018



Armani Beauty's lovers Paul and Laura return as the embodiment of Emporio. Image credit: Armani Beauty

By BRIELLE JAEKEL

Giorgio Armani Beauty is bringing back two young lovers as an embodiment of its dual scents in a new installment of an episodic series.

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Back for the year 2018, the series by Emporio Armani continues with a fifth episode entitled "Together, We Dream Bigger." The short features the same couple who starred in its last episodes, as they play around with photography and show off their strong bond, filmed in a unique manner.

"One of the benefits of this video is that the setting is authentic and consumers can easily picture themselves between the home, office, and night out as the video plays," said Adrian Dubler, CEO of **Foap**. "The ability for a long-form video to capture the user's attention while still telling a complete story in under 4 minutes creates an emotional connection that captivates the use."

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

Stronger together

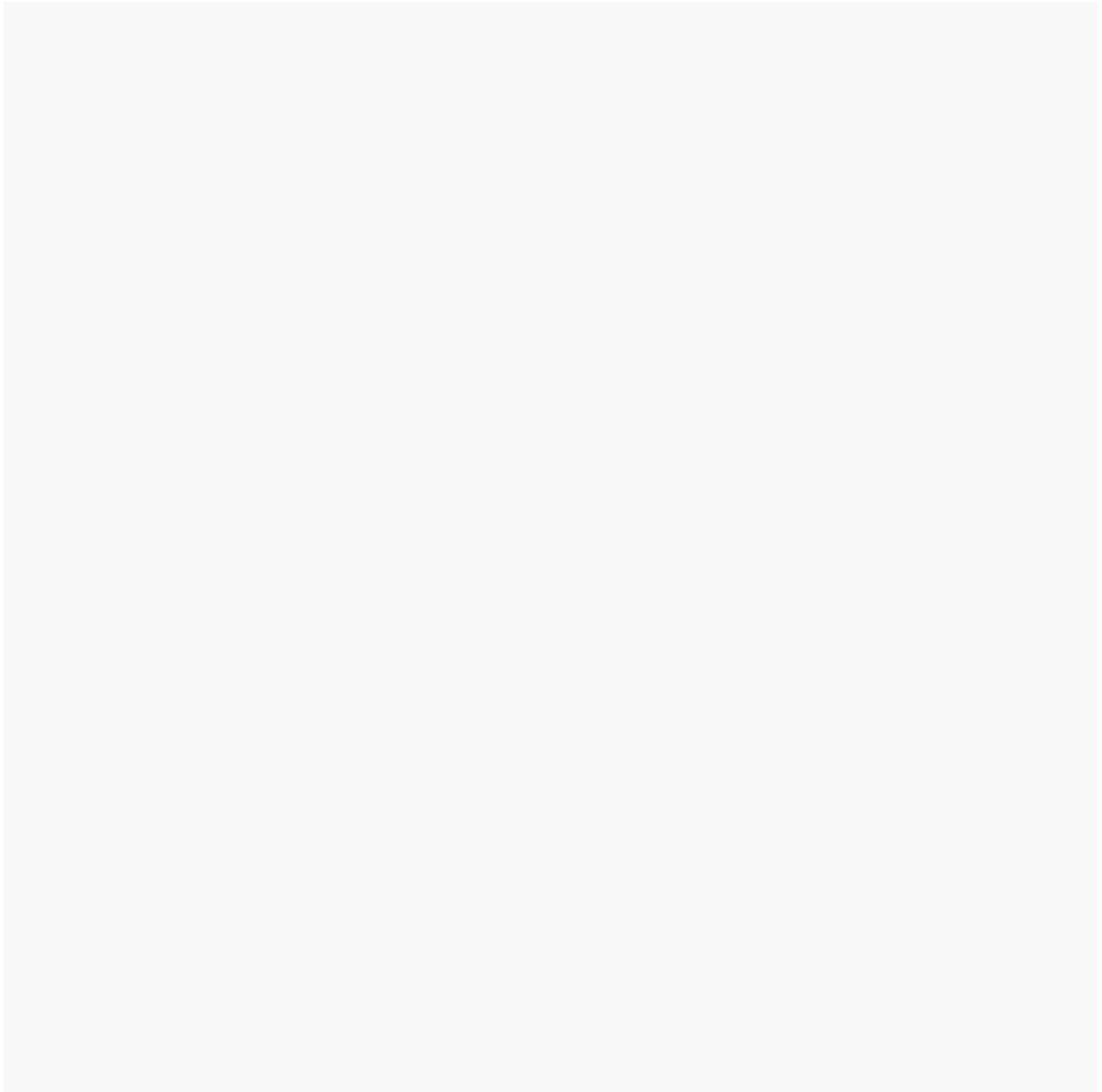
Armani's film starts out with a woman's bare feet walking across the floor before she is then shown taking pictures of her sleeping boyfriend.

Soft piano music plays in the background but abruptly stops for the episode to indicate that it is "morning time," through white text on a black background.

The woman, Laura, continues taking pictures of the man, Paul, as he wakes up. They add the pictures to a collage on the wall, as Paul says, "You never dare show these pictures to anybody."

Any time either of the two speaks within the film, only a closeup image of their mouth is shown.

"And as you are in all those pictures, you like it this way don't you?" Laura says, "So we're two desperate causes for the art."



A spotlight on inseparable love. Watch the unmissable new episode of TOGETHER STRONGER by #EmporioArmani - link in bio. Rediscover the featured fragrances BECAUSE IT'S YOU for her and STRONGER WITH YOU for him. #BecauseItsYou #StrongerWithYou #ArmaniBeauty @emporioarmani

A post shared by Armani Beauty (@armanibeauty) on Jun 25, 2018 at 8:00am PDT

During the afternoon Paul is shown at a desk with blueprints, but the pictures of him and Laura strewn about his office distract him. This prompts him to call her, and the viewer can only hear Laura's side of the conversation, ending with her saying, "I'll be there."

Later, Laura is walking down the street while dictation from Paul tells her to follow him. A large picture of him is featured on a fence nearby, and she gets the hint to follow.

She follows a series of other pictures of him throughout the city until finding the real Paul in front of a food truck, as Major Lazer's track "Powerful" begins to play.

He leads her around a corner where he has projected a large picture of the two of them.

"Because it's you," says Laura. "Stronger with you," finishes Paul, referencing the perfume names.

Armani Beauty's new film

Armani Beauty

Giorgio Armani established the Emporio fragrances as an inseparable duo through a profile of young love starting in June of last year.

In the series titled "Together Stronger," the label first personified its Emporio Armani scents Because It's You and Stronger With You, following the couple as they explore the first days of their budding romance with an original first three episodes. 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](#)).

In a more recent and similar campaign, the fashion label put an emphasis on expressions in another cinematic series for its beauty line.

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 ([see story](#)).

"Through the use of people in real-life, relatable, settings with a trusted fragrance powerhouse, it provides an emotional connection it really creates a bond between the brand and the romantic notes of the fragrance, which is very hard to achieve," Mr. Dubler said. "The video is also unique because it showcases the power of having a robust visual content library as an underlying theme of the video.

"You can see how visual content and social media are synonymously intertwined in every day experiences, and how it has become so easy and socially accepted to share private moments with your social network," he said.

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