

FRAGRANCE AND PERSONAL CARE

Giorgio Armani taps Ryan Reynolds for all Code content

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Ryan Reynolds is the new face of Armani Code. Image credit: Armani

By STAFF REPORTS

Italian label Giorgio Armani is tapping a popular face within its beauty division for its fragrances.

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Actor Ryan Reynolds will be the latest spokesperson for Armani Code fragrances starting in February. The partnership and campaign will debut with content for the new Armani Code fragrance, Armani Code Absolu.

Cracking the code of Armani

Mr. Reynolds, known for films such as "Deadpool," "The Proposal" and the upcoming "Pokmon Detective Pikachu," will be promoting the variety of Armani code fragrances with a series of stills and a film.

The brand has stated that director Reed Morano will be directing the Armani film starring Mr. Reynolds. Mr. Morano has recently won an Emmy for the Hulu series "The Handmaid's Tale."

Photographer Matthew Brookes completed the still content.

The brand has stated that its Code fragrances are meant to embody self-fulfillment and the personality of a man who masters the art of seduction, a notion that it believes Mr. Reynolds fits well with.



Armani's latest Code fragrance, Absolu. Image credit: Armani

"With his status of modern male figure of self-fulfillment, Ryan Reynolds perfectly embodies the modern sensuality of the Armani Code man: someone with charisma, authenticity, an effortless style and the right dose of irony," said Giorgio Armani, eponymous founder of Armani, in a statement.

This past year, Giorgio Armani also dove into the inner strength of man with a fragrance campaign that puts visual notes to its scent.

Merging wood with water, Armani's marketing for another scent, Acqua di Gi Absolu, focused on a visual representation of the notes in the fragrance while pushing on masculine themes. A film supports this idea and shows a man aligning with nature to display his inner strength ([see story](#)).

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