

FRAGRANCE AND PERSONAL CARE

Armani takes leaps of faith with perfume spot

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Armani's latest S campaign focuses on the unexpected. Image credit: Armani

By STAFF REPORTS

Italian fashion label Armani is weaving a new chapter in its S perfume story.

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Actress Cate Blanchett is reprising her role as the fragrance's face, appearing as a woman who says yes to life's more adventurous moments. As with previous S efforts, Armani invites consumers to share a similar free-spiritedness and passion towards life.

Say yes to the red dress

At the beginning of the film, Ms. Blanchett's voiceover asks, "What if you said s?"

The commercial, directed by Fleur Fortun, answers the question. Throughout the spot, Ms. Blanchett is shown taking advantage of daring opportunities while wearing the color red.

Accompanying the clips of courage is Lesley Gore's "You Don't Own Me."

Some of the actress's adventurousness is tied to fashion. She goes grocery shopping in a ball gown and wears a slinky evening dress to a caf.

Later in the ad, it is revealed that Ms. Blanchett is wearing the same outfit from the previous night. While at a party, she steals a male attendee's jacket to complete her look.

Ms. Blanchett also dares to be the woman wearing red in a sea of neutral dressers.

Armani's S campaign

Armani's campaign is for its Eau de Parfum S Fiori. The latest in the S line, the perfume contains notes of white musk, vanilla and fruit.

Ms. Blanchett has acted as Giorgio Armani Beauty's spokesperson for its S fragrances since 2013. The brand's eponymous designer recently extended her role to all of its makeup and skincare, as he believes she embodies the true Giorgio Armani woman ([see story](#)).

The campaigns for S have often been aimed at generating a movement rather than simply pushing product.

For instance, Armani Beauty gave giving consumers a platform to share their passions as it launched a previous S 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 story](#)).

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