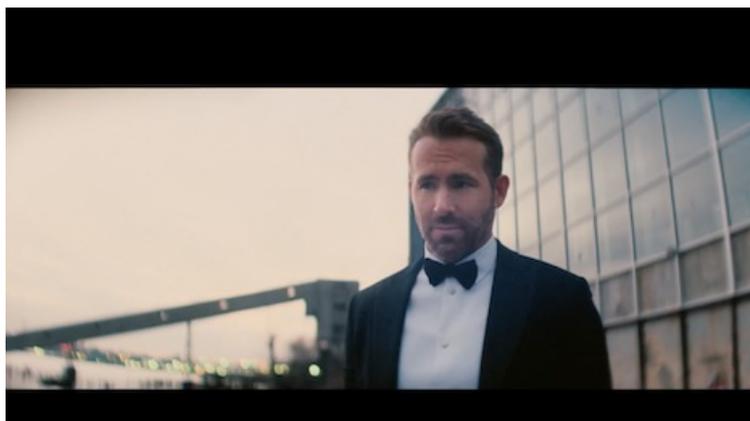


FRAGRANCE AND PERSONAL CARE

Giorgio Armani reveals new side to masculinity in celebrity-fronted campaign

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Ryan Reynolds stars in a new campaign for Armani Code Absolu. Image credit: Giorgio Armani

By SARAH RAMIREZ

Italian label Giorgio Armani is showing a seductive yet sardonic side to masculinity in a new film starring actor Ryan Reynolds.

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Mr. Reynolds is the latest spokesperson for Armani Code, including the label's newest fragrance for men, Armani Code Absolu. 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 embodies ([see story](#)).

"Armani is known for its clean, yet bold style of fashion," said [Jim Gentleman](#), independent marketing consultant for lifestyle brands. "It embodies a sense of timelessness while also feeling of-the-moment and it exudes sensuality.

"The Absolu film is true to all of these attributes," he said. "The Armani Code Absolu film feels a bit like a movie trailer for a Hollywood thriller equal parts stylish, mysterious and unexpected."

Mr. Gentleman is not affiliated with Armani Beauty, but agreed to comment as an industry expert. [Armani Beauty](#) was reached for comment.

On the run

Armani's spot was directed by Emmy Award winner Reed Morano. Set in New York, the short film begins with Mr. Reynolds driving a vintage car across the Brooklyn Bridge.

Once he arrives at a set of docks, Mr. Reynolds meets a woman, portrayed by French actress Elodie Yung. Both look out of place, as Mr. Reynolds is wearing a tuxedo and Ms. Yung wears a sleek black suit.

Ryan Reynolds appears in his first film campaign as the face of Armani Code

"I Can't Hear You" by the Dead Weathers begins playing as the story unfolds. The film has a slight vignette effect at the edge of the frame, which adds a sense that someone is secretly watching the action unfold.

After Mr. Reynolds and Ms. Yung acknowledge each other, he pulls a small item out of his tuxedo jacket. He then follows her to a nearby warehouse.

Once inside the mysterious building, the pair enter a darkroom.

Ms. Yung gets to work developing a film negative as Mr. Reynolds scans the room. In a nod to Mr. Reynolds' career as a comedic actor, his costar throws a pencil at him while he is distracted.

Slowly, the photographs develop, including one of Mr. Reynolds and Ms. Yung holding hands and overlooking the city skyline. They exchange meaningful glances, and he seductively brushes her hand with his fingers.

The sound of screeching tires interrupts the intimate moment.



This photograph is the film's MacGuffin. Image credit: Giorgio Armani

Ms. Yung grabs the photograph and the pair run out of the warehouse in time to see two men exiting a car. A foot chase begins, and the couple stays one step ahead and reaches a building rooftop.

Once again, Mr. Reynolds and Ms. Yung are looking at the city in a shot that mimics the crucial photograph.

The pair look at each other and quickly hold hands before looking back at the buildings, with the intention to jump. Then, the screen fades to black.

Leading men

Luxury labels have been turning to celebrities in recent fragrance campaigns as they explore different facets of masculinity.

For instance, Yves Saint Laurent Beauty promoted its latest men's fragrance through a short film that reflects a masculine, rock n' roll attitude.

Returning as a face of YSL, musician Adam Levine stars in a new video for the brand's Y Eau de Parfum in which he engages in activities such as driving a sleek car and playing drums. YSL Beauty is also attracted to Mr. Levine's sense of style, which has included daring hair choices and a plethora of tattoos ([see story](#)).

In the latest promotion for its Guilty fragrances for men and women, Italian fashion label Gucci cast Jared Leto and Lana Del Rey as unconventional individuals.

Showcasing the free-spirited nature of the lead characters, the spot shows Ms. Del Rey pushing Mr. Leto on a shopping cart and depicts the couple having a photo shoot and slow dancing during laundry day. Mr. Leto previously appeared in a Gucci Guilty campaign that relied on a touch of promiscuity that broke traditional society rules to show off the fragrance's uniqueness ([see story](#)).

Mr. Reynolds fits with Armani's brand image.

"Ryan Reynolds, like Armani, is approachable yet aspirational," Mr. Gentleman said. "He's sophisticated, but doesn't take himself too seriously.

"His personality, attitude and sense of style all make him a good fit as the face of Absolu," he said.