

APPAREL AND ACCESSORIES

Giorgio Armani debuts billowy spot for spring summer 2020 collection

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Still from the Giorgio Armani spring summer 2020 ad campaign video. Image credit: Giorgio Armani

By STAFF REPORTS

Italy's Giorgio Armani has inaugurated its spring summer 2020 ad campaign video.

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The 45-second spot is styled as a dialogue between man and nature shot by Viviane Sassen in Tenerife, which is the largest of Spain's Canary Islands off the coast of West Africa.

The spot stars models Pepe Barroso, Hao Yun Xiang, Julia Van Os and Katia Andre in Armani apparel with billowy fabric, sunny skies, cacti and a dry climate as the foreground and background.

Giorgio Armani spring summer 2020 ad campaign video

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