

FRAGRANCE AND BEAUTY

Giorgio Armani embraces adventure in free-spirited fragrance launch

September 18, 2020



Adria Arjona travels the world in a new fragrance campaign. Image credit: Armani Beauty

By SARAH RAMIREZ

Italy's Armani Beauty is celebrating individuality in a nostalgic campaign for its new feminine fragrance.

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American actress Adria Arjona stars in the adventurous campaign, which spans print, social media and several digital films, for the new fragrance My Way. Beyond touching on themes such as memories and cultural exploration, the campaign also emphasizes Armani Beauty's commitment to sustainability.

"Armani Beauty has always been focused on empowering professional "boss" women," said Romey Louangvilay, communications director at [ELMNTL](#), New York. "Following Adria's journey, viewers learn that she's living her life, her way, which speaks to type of customer Armani has been targeting.

"Moreover, I love that the brand shows her in various destinations, reminding viewers that there is a whole world outside of our quarantine," he said. "It actually put a smile on my face watching the commercial because I got to see how she was able to blend in and interact with everyone regardless of which country she was in."

Adventurous Way

The primary film for My Way begins with Ms. Arjona taking in the views as she slowly walks through a city. In the next scene, she is sitting by a balcony window and takes in the scent of the Armani Beauty fragrance.

As she inhales, she is transported to far-off memories.

A montage begins, showing Ms. Arjona traveling around the world. She experiences solo adventures in places including Japan, Spain, Thailand and India.

Adria Arjona stars in the campaign for Armani Beauty's My Way fragrance

What stands out is the slower moments in the film, showing Ms. Arjona truly taking in the cultures around her. She participates in the Loi Krathong festival while in Thailand and goes flamenco dancing in Spain.

Armani Beauty also repurposes this content, filmed prior to the pandemic, into extended interviews between Ms. Arjona and people she met during filming. The interviews add depth and authenticity to the more cinematic

campaign film.

The ad ends with Ms. Arjona back in her apartment, holding the perfume top and allowing the scent to transport her back to her memories.

The actress also appears in interviews for Armani Beauty, talking about her involvement with the campaign as well as her love of fragrance and travel. Ms. Arjona, who was born to Puerto Rican and Guatemalan parents, speaks in English and Spanish in her interviews.

"I connect so much to My Way," Ms. Arjona says, placing an emphasis on "my."

The name is what I love the most; it tells a story," she says. "You have one life, and you've got to make you own way."

Sustainable scent

In another interview, she speaks about the sustainability aspects behind the fragrance. She explains how the glass bottle is refillable, a unique and forward-thinking touch.

Consumers reduce their waste by purchasing larger fragrance bottles made with recyclable materials to refill the keepsake vessel. The bottle itself is also thoughtfully designed, as each component such as its glass topper and metallic crimp can be separated for recycling.

Armani Beauty spotlights its sustainability efforts

Ms. Arjona also explains how Armani Beauty supports the communities in Madagascar, where the vanilla used for the fragrance is responsibly sourced.

"Larger corporations and larger companies have the responsibility to start acting a little bit faster [regarding climate change] to set the example for other companies," she says.

"With the rise of social media and Gen Z being more vocal about their personal interests, brands are taking notice of putting CSR efforts in the forefront of their messaging," Mr. Louangvilay said. "Consumers want to support brands that share their beliefs, and as news about climate change and pollution continue to fill our newsfeed, consumers want to shop brands who are trying to make change.

"They want to support the brands who are also working to ensure that their future will be livable and for Armani Beauty to highlight the sustainable origins is important," he said.