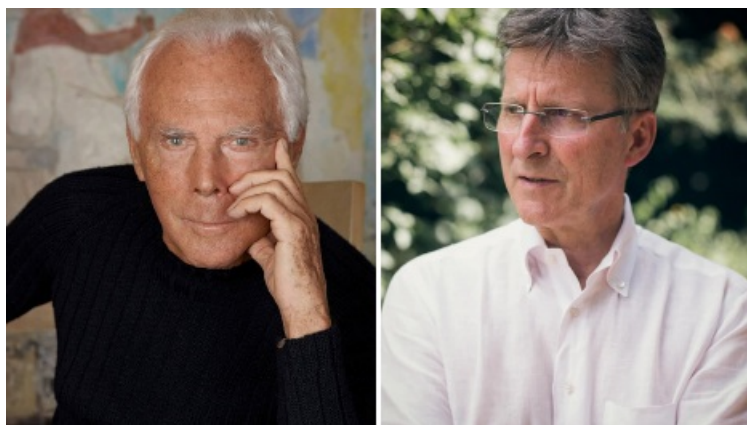


JEWELRY AND WATCHES

Giorgio Armani, Parmigiani Fleurier reveal upcoming collaboration

December 15, 2020



Giorgio Armani and Michel Parmigiani. Image credit: Parmigiani Fleurier

By LUXURY DAILY NEWS SERVICE

Italy's Giorgio Armani is teaming with Swiss watchmaker Parmigiani Fleurier to release a collection of fine watches, marking the first collaboration of this nature for the fashion label and its namesake founder.

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The Giorgio Armani fine watch collection will go on sale in November 2021, and will be designed by Mr. Armani and Parmigiani Fleurier founder and master watchmaker Michel Parmigiani. The two luxury brands share a sophisticated aesthetic and commitment to craftsmanship.

"The collaboration with Parmigiani Fleurier happened naturally," Mr. Armani said in a statement. "We share a passion for perfection and the pursuit of beauty as an expression of timeless values.

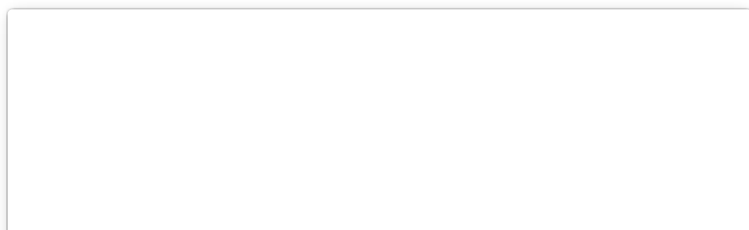
"This series of watches is the synthesis of my vision, made up of precise lines and exquisite materials, applied to unique products," he said. "I think that an object that expresses aesthetic excellence, quality and craftsmanship is meant to last forever.

"In Parmigiani Fleurier, I've found the perfect partner to experiment with a new language."

Armani x Parmigiani

The collaboration between the brands was first announced on Instagram on Dec. 14. The timepieces will be produced at the watchmaker's site in Switzerland and sold exclusively in select Giorgio Armani boutiques.

Last year, Armani revealed its first high jewelry collection. In 2014, its Emporio Armani line experimented with Swiss watches but the founder was not closely involved ([see story](#)).



[View this post on Instagram](#)

A post shared by Parmigiani Fleurier (@parmigianifleurier)

Instagram post from Parmigiani Fleurier announcing the collaboration with Giorgio Armani

Since its inception in 1996, Michel Parmigiani is no stranger to limited-edition collections and occasionally creating one-off timepieces. Other limited collections from the Swiss watchmaker range from 10 to 250 pieces.

It remains to be seen how exclusive the Giorgio Armani fine watch collection will be. Parmigiani Fleurier watches range from four to six-figure price tags.

"We are honored and delighted to collaborate with the Armani Group," said Davide Traxler, CEO of Parmigiani Fleurier, in a statement. "Michel Parmigiani's future-oriented vision for preserving the excellence of watchmaking is enhanced by this venture with one of the most brilliant companies in the world.

"Giorgio Armani's idea of style is unique and iconic," he said. "We're honored that our artisans will be able to express this vision through a product with the quality and finishes that we are known for."

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