

FRAGRANCE AND PERSONAL CARE

Armani opens up about beauty values with Tessa Thompson

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Tessa Thompson is a new global ambassador for Armani Beauty. Image credit: Armani Beauty

By SARAH RAMIREZ

Italy's Armani Beauty is putting a fresh face forward with several new videos featuring its new global ambassador.

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The beauty counterpart to fashion label Giorgio Armani recently added American actor and producer Tessa Thompson to its roster of ambassadors ([see story](#)). For her first efforts with the brand, the longtime Armani Beauty fan shares her down-to-earth approach to beauty.

"Tessa Thompson is an authentic Armani Beauty user and lover, which immediately brings a partnership out of the transactional and into the emotional for the consumer," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York.

"She is a stunning embodiment of Armani's beauty from within' approach," she said. "These campaigns combine the popular behind the scenes format with a stylized feel to bring us into the world of Tessa Thompson x Armani as she discusses real life topics."

Beauty talks

Armani has realized a series of three videos with Ms. Thompson, offering a more in-depth look at the movie star. The shorts, each running several minutes, also serve as behind-the-scenes footage of her Armani Beauty photoshoot.

The first video begins with Ms. Thompson arriving on set and sitting down in front of the camera, with the lenses focusing on her elegant features. She wears a leather jacket and white tee as to not distract from her glowing skin and berry pout.

Tessa Thompson talks about what Armani Beauty means to her

"I think the Armani vision of beauty lines up with mine in the sense that Armani's approach to beauty tells a woman that who she is is naturally beautiful and that Armani is there to support and accentuate but not to change anything that already exists in her," Ms. Thompson says.

She further describes as the archetypal Armani woman as someone who is bold and confident and praises the

beauty label for its wide range of makeup shades something of particular importance to Ms. Thompson, who is a woman of color.

"It's impactful to see ourselves in these beauty spaces, because you can tell women around the world that look like you that the skin they're born in is beautiful, that it deserves to be cherished, to be taken care of, to be photographed, to be loved," Ms. Thompson adds.

The spot's B-roll also includes footage of action star posing in front of a pink backdrop, dolled up for other campaign images. She elaborates on how the idea of inclusivity in beauty is evolving and reiterates that makeup should be a space for imagination.

Ms. Thompson also shares how she has worn makeup from Armani for several of her onscreen roles, describing it as surreal that she is now a brand ambassador. She also laughs as she admits to some of her less glamorous beauty moments when she wore heavy lip gloss in high school.

A second film centered on Giorgio Armani's Luminous Silk foundation is structured more like a traditional Q&A, but still manages to be personable. Ms. Thompson shares how she wore the foundation the first time she had her makeup done professionally for a red carpet.

Personal beauty

Finally, Ms. Thompson appears in one of Armani Beauty's "Face to Face" spots.

The film is recut from some of the same content as the actor's other spots, while including her answers to other questions such as her favorite beauty secrets, hidden talents and favorite Lip Power shade. The result is another personal and personable beauty campaign.

Other brands have leveraged similar tactics to humanize their beauty ambassadors and promote diversity.

As part of Chanel's ongoing Beauty Talks series in 2018, global creative makeup and color designer Lucia Pica sat down with actress and activist Yara Shahidi to highlight a new makeup palette. Ms. Shahidi follows in the steps of other women, including Lily-Rose Depp and Keira Knightley, who have been featured in Beauty Talks ([see story](#)).

Other Armani Beauty efforts have been centered on self-expression and personal values.

The brand's Beauty Stars 2018 campaign took place in a movie theater, where the emphasis is on the audience's reactions rather than what is on screen. Instead of highlighting specific products, the short films instead create a mood and feeling around the beauty label ([see story](#)).

"These campaigns beautifully reflect Armani's approach to beauty and their beauty from within' mantra," Ms. Mackarey said.