

APPAREL AND ACCESSORIES

## Giorgio Armani explores new possibilities in spring campaign

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Model Luna Bijl stars in Giorgio Armani's latest collection campaign. Image credit: Giorgio Armani

By NORA HOWE

Italian fashion house Giorgio Armani is expanding on the concept of movement, sound and light through an ominous spring/summer campaign.

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Shot by Mario Sorrenti and starring models Luna Bijl and Parker van Noord, the spring/summer 2022 campaign aims to consider subtraction as a way of developing and expanding new possibilities. As fluidity was a major theme in the collection's runway debut in September 2021, the campaign further explores the sculptural nature of clothing and how it becomes one with a person.

"This campaign reflects the values of the brand beautifully," said Daymon Bruck, chief creative officer of **The O Group**, New York. "Themes of timelessness, fluidity and simplicity present a collection that effortlessly maintains Armani's approach to fashion."

### Endless possibilities

Published to the brand's social accounts, the film campaign intends to tell a story of a midsummer evening that turns into an imaginative exploration of the collection.

Set against a dark, cloudy backdrop, two individuals model various pieces and accessories from the spring/summer 2022 collection while the lighting and camera angles capture their movement.

*Water seems to be a key point of inspiration for the collection and campaign*

In some shots, the models are crouched above a sheet of water, creating an illusion of movement as different pieces move with the water's ripple.

"There is something quite elegant about how this collection uses fabric textures, silhouettes, colors and patterns to reference the elemental beauty of water," Mr. Bruck said.

With the light and dynamic nature of this collection, which includes an abundance of silk and sheer materials, Mr. Armani **reportedly** aimed to evoke the experience of wanting to love and be loved in return.

"A movement," Ms. Bijl says. "A sound," Mr. van Noord follows.

"Out of time," she continues as they traverse the dark space. "Shades and lights," he says.

The film ends as the two walk, dragging their feet through pools of water to create movement.

"Here, now," Ms. Bijl says. "But out of time," Mr. van Noord ends.



*Red wool pieces stood out against the dark, almost satin, backdrop of the campaign. Image credit: Giorgio Armani*

The spring/summer 2022 collections for men and women are available online and in stores, ranging from \$125-\$52,000, excluding fragrance.

#### Season of change

The Italian designer's namesake brand took a bit of a stylistically darker turn for this season's campaign, considering spring and summer are typically considered seasons of rejuvenation and new life.

In a contrasting bright and airy fashion, Italian brand Versace recruited supermodel sisters Bella and Gigi Hadid for its spring/summer 2022 campaign. The duo posed alongside Donatella Versace, artistic director at Versace, in the new effort.

The brand has often worked with the Hadid sisters, and the campaign depicts a familial theme. Looks from the campaign symbolized family unity, as the sisters were dressed in alternate colored latex dresses with matching La Medusa handbags and mini bags as well as satin Triplatform heels ([see story](#)).

For previous efforts, Armani has skewed closer to traditional spring motifs.

For its spring/summer 2020 collection, Giorgio Armani produced a 45-second campaign, styled as a dialogue between man and nature shot by Viviane Sassen in Tenerife the largest of Spain's Canary Islands off the coast of West Africa.

The spot starred 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 ([see story](#)).

"The Armani brand has always stood for easy elegance and sophisticated sensuality, and the spring/summer 2022 campaign and collection are a natural evolution of these themes," The O Group's Mr. Bruck said.