

FRAGRANCE AND PERSONAL CARE

Armani Beauty celebrates ethos, natural look in new series

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Above all, Armani Beauty is prioritizing confidence, always. Image credit: Armani Beauty

By KATIE TAMOLA

Italy's Armani Beauty is theorizing the true core of beauty in a new series that explores how the brand differentiates itself.

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In "The only rule is beauty" series, Linda Cantello, makeup artist at Giorgio Armani, recalls the foundation upon which Armani Beauty was first built more than 20 years ago. Several products are shown on a model as Ms. Cantello discusses the ethos of the brand, aiming to help consumers feel the best about the skin that they are in.

"The series presents a very clever way to explain what the philosophy of Armani Beauty is, and it is clever because it focuses the conversation on natural beauty, which is a strong trend today," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "However, in the first episode we learn that this was the philosophy since when the brand launched, ten years ago.

"Rather than seeing Armani Beauty as an extension of the Armani brand that tries to catch up with what beauty market has to offer today, we realize that this brand extension was nothing other than a natural expression of the Armani philosophy, and that is a paired down, natural beauty that remains uncluttered, minimal, and unfussy," she said.

"This type of beauty enhances the best features of the individual and highlights the beauty of the person inside and out."

A psychological tool

Although the title of the series is named "The only rule is beauty," Ms. Cantello explains Armani's take on the concept of rules.

"The only rule is beauty is a very simple way of saying that at Armani, we don't believe in rules," the makeup artist says.

Ms. Cantello discusses the initial vision of Armani Beauty

The first vignette in the series gives a brief overview of the history of Armani Beauty, which was founded in 2000.

When founded, the brand only had three products, and there was a clear focus on skin. As Ms. Cantello explains the roots of the beauty brand, an assistant applies the Neo Nude-A Highlight on model's face.

"Mr. Armani has always believed, as I do, that healthy skin is the most important part of any makeup routine," the beauty artist says in the film.

At the time, a skin-focused line was unheard of thus speaking to Mr. Armani's lack of concern as to any judgment from what others may expect a beauty line to be.

From its inception, Armani Beauty aimed to put the consumer first, to deliver straightforward, seamless products that helped them feel their best.

One of Armani Beauty's first goals, which they have maintained, is producing products that are easy to use and easy to wear.

The second vignette delves deeper into the brand's roots in promoting natural looks, a trend that is especially popular as of late.

The natural look is not easy to achieve

Ms. Cantello talks about how, contrary to popular belief, creating a natural look is not easy.

With that being so, Armani continues creating products that are thoughtful. Ms. Cantello elaborates on an emphasis on liquids and creams in the brand's products, which help users utilize lighting.

Above all, the beauty brand is prioritizing confidence, always.

"Makeup is an incredibly important psychological tool," the makeup artist says. "If you feel good, then you're going to look good."

Love the natural look

As natural looks continue to have a moment in the beauty world, luxury brands are catching on and catering their marketing accordingly.

Earlier this month, French fashion house Herms celebrated the invigorating effect of fresh air on the skin as it promotes new additions to its Plein Air complexion collection.

Going by the theme "beauty in the open air," a short campaign for the Plein Air collection showcases how natural beauty can both withstand and be enhanced by fresh air. Over the last few years, the beauty industry has increasingly shifted its focus to skincare and promoting natural looks, and Herms seems to be joining in this movement ([see story](#)).

Last year, French fashion house Chanel showcased the ease at which beauty products can be applied and natural looks can be achieved in a playful effort.

Exacerbated by the global COVID-19 pandemic, the beauty sector has shifted from heavy cosmetic application to natural beauty and skincare. To echo this shift, Chanel invited consumers to discover daily beauty essentials that require minimal effort but guarantee results ([see story](#)).

"Natural beauty' has a moment because it implies truthfulness along with the confidence that comes from mastering one's self-awareness about physical appearances," Ms. Serdari said. "In a world that focuses on inclusion, there is no space for one type of beauty only, one that is dictated from higher-up based on old-fashioned ideas of what beauty should look like.

"In that sense, natural beauty facilitates our return to some fundamental rules of how light and color together have created painting masterpieces in art," she said. "Similarly, knowledge of how to use light, color, and texture on one's skin can create the best version of oneself.

"It seems that Armani beauty executives had exactly this behavior in mind when they first launched the brand ten years ago and that they continue to empower people to find and project their best and healthiest image."