

FRAGRANCE AND PERSONAL CARE

Armani, Reg-Jean Page stop time for Code fragrance

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With its latest fragrance and ambassador push, Armani continues to foster its nature based in confident self-expression. Image credit: Giorgio Armani

By KATIE TAMOLA

Italian label Giorgio Armani is playing with time and ruminating on fate in a new spot for its Armani Code fragrance.

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Starring British actor and the newest face of the fragrance Reg-Jean Page, the hypnotizing vignette takes consumers on a journey that plays with time and questions the split seconds that compose a meeting, an experience and a life. The spot highlights the house's strides in rewriting the codes of masculinity, using its products to assist consumers in their own self-expression.

"The Armani man is always seen as someone who has a distinct presence, classic, timeless and modern," said Kimmie Smith, cofounder and creative director of Athleisure Mag, New York.

"He is someone who does it all and always looks great when he does," she said. "Armani Code Parfum is an extension of this sensibility and even its packaging is one that gets this message across."

Matters of time

The vignette, set the soundtrack of "A\$AP Forever" by A\$AP Rocky and Moby, opens with the brand name and a shot of the sleek bottle of Armani Code.

The shot then cuts to Mr. Page thoughtfully looking up, locking eyes with a large clock that happens to be moving backwards.

Time stops with Mr. Page and Armani

"In a backwards world, what if you could move forward?" the actor asks.

As footage of the world around him moving backwards permeates, including children riding bikes backwards and pickup basketball games unfolding in reverse, Mr. Page begins running excitedly.

He runs past people, an adorable bulldog, a woman justling papers and more.

Suddenly, upon running into a crosswalk, he stops and locks eyes with a woman. Their faces grow closer.

Time stops, and the other thing that matters is this moment.

"Rewrite the code," Mr. Page's voiceover bellows.

For the opening ceremony red carpet at the 79th Venice International Film Festival, Reg-Jean Page, face of the new Armani Code, chose a [#GiorgioArmani](#) smoking suit. [@regejean](#) [#ArmaniStars](#) [#Venezia79](#) [pic.twitter.com/NsKNwfpGVm](#)
Armani (@armani) [September 1, 2022](#)

Mr. Page is the new face of Armani Code.

Mr. Page and the woman part ways as time rights itself, completing the vignette as a commentary on time, fate and the products like Armani Code that accompany consumers through it all.

In urging consumers to rewrite the code, Mr. Page and Armani are also redefining masculinity, allowing shoppers to define themselves and labels in ways that best fit who they are to their core.

Leading talent for Armani

Armani has a history of tapping some of Hollywood's biggest stars for its fragrances.

In 2019, actor Ryan Reynolds was tapped as the spokesperson for Armani Code fragrances starting in February. The partnership and campaign will debut with content for the Armani Code fragrance, Armani Code Absolu ([see story](#)).

Armani has since maintained tapping top acting talent for its beauty offerings over the years.

Armani Beauty and brand ambassador, Australian actress Cate Blanchett, recently highlighted the pure jubilation of applying some glamour in the brand's latest vignette.

Campaign imagery, including photos and short videos, show the actress creating the ultimate red carpet look, with the Lip Maestro liquid lipstick at center stage. The campaign offerings establish a palpable joie de vivre, inherently encouraging consumers to tap into their own confidence and to bring the allure of the A-list into their own homes ([see story](#)).

With its latest fragrance and ambassador push, Armani continues to foster its nature based in confident self-expression.

"Fragrance spots are a challenge as you can't smell the product; however, you can get the aesthetic and feel of it by looking at the background, the personalities utilized et cetera," Ms. Smith said.

"Rege-Jean Page is an effective ambassador as he reflects a man who has a presence who is young and continues to take on roles where his presence is very much so felt," she said. "He has a reserved quality that also makes you think of the synergy between himself and the brand as well.

"He is believable as someone who is seen as a person who dresses well, is well rounded and would be someone who would wear this scent."