

APPAREL AND ACCESSORIES

Giorgio Armani extends ski exclusives, experiential perks for winter 'Neve' effort

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The brand's aspirational asset appears as much a lifestyle ad for the alpine resort town of Saint Moritz as it does for its own luxury ski assortment. Image credit: Giorgio Armani

By AMIRAH KEATON

Italian fashion house Giorgio Armani's knack for novelty is on full display this ski season.

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The brand is presenting its fall/winter 2022 selections with a capsule that features "eco-fur" outerwear and accessories, ski suits and apres ski options for both men and women. A special rollout strategy involves a limited number of global stores set to make the options available, while Giorgio Armani incentivizes travel with exclusive product lines and programming executed in partnership with the town of Saint Moritz.

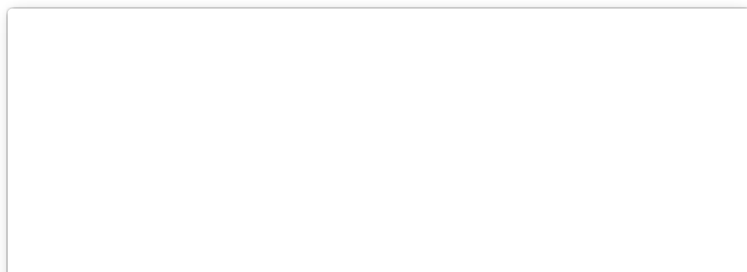
"The campaign video and the event are a great way for the brand to focus on the ski lifestyle whether it can be worn for the intended purpose, or for those that want to look like they do," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"The culturally immersive aspect really presents an aspirational element which shows how Armani is a 360-degree lifestyle."

Ms. Smith is not affiliated with Giorgio Armani, but agreed to comment as an industry expert.

Exclusive elements

This ski season, the Giorgio Armani crew is sporting a surplus of styles for its "Neve" campaign. Imagery sees models in the brand's fall/winter 2023 ski season ski and apres ski exclusives.



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A post shared by Giorgio Armani (@giorgioarmani)

Featuring an intense and vibrant color palette mirroring ski landscape staples blue skies, white snow and evergreen trees among them the modern athletic looks are geared toward a certain winter sport, whether consumers are looking to hit the slopes or relax indoors, as the main character from the brand's larger campaign video later exemplifies.

Technical-fabricated, full-body ski suits are sold alongside cashmere separates and an assortment of accessories like faux fur hats, Nappa leather gloves, wool-blend headbands and hiking boots.

Pricing ranges from \$5,300 for the "Neve technical twill ski suit," to \$1,995 for its "Neve cashmere mock-neck jumper" and "Neve small la Prima leather and sheepskin shoulder bag," heading into the hundreds for smaller items like the \$895-dollar "Neve faux-fur aviator hat" and "Neve mini la Prima charm in sheepskin and leather," priced at \$495.

One multicolored lamb fur bucket bag sporting the capsule's marquee colorway marked on its site with a "coming soon" label does negate the collection's "eco-fur" marketing premise.



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Image credit: Giorgio Armani

As models star in icy digital content, the brand worked behind the scenes to procure a running list of winter perks. Available offline to a lucky few IRL shoppers, the special ski and apres ski collection were made available in just a few stores worldwide. Locations with some of the most renowned resorts in the alps and beyond were targeted, according to Giorgio Armani.

Giorgio Armani's St. Moritz boutique will stock ski selects throughout the full season, starting Dec. 1 as a clear standout retail location, in addition to specific "Souvenir Capsule Collection" dedicated to the luxury resort and customized with the official logo.

"This is such a smart strategy," Ms. Smith said.



An illustrated ski graphic for Giorgio Armani's illustrious social campaign. Image credit: Giorgio Armani

"Years ago, I worked at Lacoste HQ and although the brand was sold at a number of retailers, during my time there, we had certain collections that were either sold exclusively at a specific department store, at [golf resort] Green Grass or at a limited amount of boutiques that were in key fashion cities," she said. "[The strategy] creates a purposeful approach and partnership between the brand and the retailer of choice."

Others will only hold the collection on a limited-run basis.

These include brand boutiques in Milan Sant'Andrea; Rome; Venice; Turin; London Sloane St; Paris Saint Honor; Zurich; New York; Los Angeles; Ginza Tower and Shanghai Tlq, as well as pop-ups in Harrod's, London and Nanjing Deji, China. The former will carry Neve from Jan. 4, 2023, to Feb. 17, 2023, while the latter retailer will sell ski selects from Dec. 12, 2022, through Valentine's Day 2023.

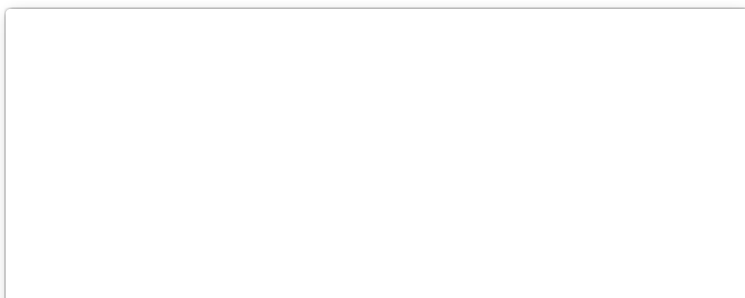
The overarching strategy appears to signal scarcity across the board, to varying extents, with the presumed intention to drive hype while aligning the brand with upscale ski centers globally, while capitalizing on luxury travel's boom (see story) during "off-peak" months.

"The fact that Armani will have this in exclusive ski resorts also shows the power and purpose of the collection," Ms. Smith said.

"They will be able to have their core fans, ski enthusiasts and those who love luxury travel."

Experiential snow daze

The brand's aspirational video asset appears as much a lifestyle ad for the snowy, Swiss luxury alpine resort town of Saint Moritz as it does one for the brand's new ski collection.



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A post shared by Giorgio Armani (@giorgioarmani)

In addition to the ample collection content above, the brand enhances its efforts with additional programming executed in partnership with the snowy Swiss town.

Giorgio Armani will host a three-day event to highlight Saint Moritz's heritage, culminating in a trunk show for the ski collection.

For the event, the brand shares ESG plans from The Armani Group which include parameters to "avoid single-use plastic, and food waste, incentivizing the reuse and recycling of materials and encouraging recycling of waste generated during the event," as well as requiring supplier to "comply with specific social and environmental clauses." The Group will also be making a donation Swiss nonprofit "MortAlive," in the interest of aiding the long-term preservation of the globe's glaciers.

Though ski collections have been a focus for 2022's fall/winter season Chanel's Coco Neige collection aimed to meld traditional house codes with a palpable sportiness ([see story](#)), for example, while Moncler's anniversary campaign highlighted the heritage house's alpine roots and specialty in ski-performance ([see story](#)) few have integrated an experiential campaign element like this one.

"St. Moritz is an interesting community that is known as a skiing destination in the winter and in the summer, [it is] a training ground for those that are distance athletes in cycling, running and race walkers due to its attitude," Ms. Smith said.

"Essentially, this is an athleisure-driven community that has luxury interwoven into discipline to detail, commitment and aesthetic," she said. "I think that it makes sense that the event would take place [there]."