

FRAGRANCE AND PERSONAL CARE

Armani taps actress Sydney Sweeney for 'My Way' fragrance

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Sydney Sweeney is the new face of Armani's My Way line. Image credit: Armani

By LUXURY DAILY NEWS SERVICE

Italy's **Armani Beauty** reveals that White Lotus star Sydney Sweeney is the face of its My Way Parfume release.

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The announcement arrived with a slew of adventure-themed **Instagram posts** featuring sand dunes and spice markets, highlighting the free-spirited nature of the fragrance. In spring of this year, My Way will officially hit stores.

Far-out

Marking a new chapter in the My Way line from Armani, exploration is at the heart of this star-studded effort.

The feeling of independence and discovery captured through its exotic scents, Armani claims to have drawn from faraway corners of the world for its latest fragrance. An intense mixture of floral and earthy notes are combined to create the newest version of the release, all sourced from ethical materials.

"Embark on a journey across new horizons, from breathtaking, endless dunes, to winding streets filled with spellbinding scents and colors," reads the caption of a branded Instagram post.



My Way embodies the spirit of independence and adventure, drawing on scents around the world. Image credit: Armani

Calabrian bergamot oil and Egyptian orange blossom bring a lightness to the My Way profile, while Indian tuberose treat absolute and French iris pallida bring intensity.

The fragrance is finished off with afternotes of American cedarwood and vanilla bourbon from Madagascar, grounding the final product in the land on which it is inspired.

On top of being sustainably sourced, My Way is also refillable and environmentally assessed by Armani's partner Quantis in an attempt to minimize its impact. The bottle's refillable assets are also recyclable.

Armani bought 7,000 tons of carbon offsets to balance out the emissions that My Way created during its first year in production. The line originally launched in 2020 and, since then, Armani has continued to focus the collection on the planet ([see story](#)).

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