

FRAGRANCE AND PERSONAL CARE

## Armani Beauty vies for value-based beauty with Gen A.' initiative

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Armani's new "Gen A." ambassador group carries a combined Instagram following of over 75 million. Image credit: Armani Beauty

By AMIRAH KEATON

Italy's Armani Beauty is embarking on a purpose-driven journey with a celebrity ambassador collective, part of the brand's new "Gen. A" initiative.

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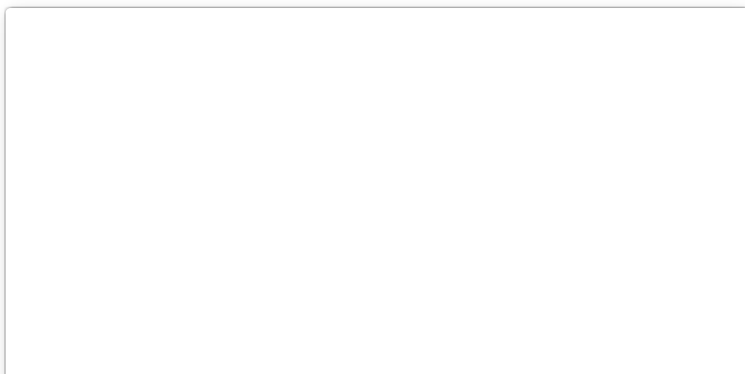
Behind-the-scenes snippets of a campaign shot by Los Angeles-based photographer and director Cibelle Levi give viewers a glimpse of the stars' many of whom act as modern-day role models to younger generations first day on set. Carrying a combined reach of more than 75 million on Instagram alone, Armani Beauty's latest coed launch suggests a strategic attempt to contend with modern makeup lines.

### Next-gen

Composed almost entirely of modern-day Hollywood magnates, actors Maude Apatow, Camila Mendes, Isabela Merced, Lili Reinhart, Jonathan Daviss, Michael Evans Behling, Lukas Gage and Chase Stokes front Armani Beauty's newest bet.

With no one "Gen A." member over the age of 30, each brings a young-yet-active consumer base to the luxury table.

Individually, members of the "Gen A." squad actually present a fairly family-friendly image, necessary for a group that will soon tout strong beauty values on behalf of the brand.



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A post shared by Armani beauty (@armanibeauty)

Despite Ms. Apatow's leading role in HBO's polarizing teen drama "Euphoria," for example, the actress plays "Lexi Howard," who is more or less positioned as the program's most pragmatic personality.

Though the thespian comes from a long line of performers, the eldest daughter of filmmaker Judd Apatow and actress Leslie Mann lends a genuine level of relatability to Armani Beauty's cohort.

A few others, such as Ms. Mendes and Ms. Reinhart, are castmates and offline friends as well both hold top roles in the popular CW series Riverdale adding a layer of welcome familiarity into the equation.

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Notably, a few men have also joined Armani Beauty's crew, including Ms. Apatow's "Euphoria" co-star Mr. Gage, as well as Mr. Stokes and Mr. Daviss of Netflix's "Outer Banks" and Mr. Behling of The CW's "All American."

Promoting Armani Beauty's Acqua Di Gio Eau de Parfum, the guys are prominently placed throughout campaign materials.

Digital dive

Per the conglomerate's luxury portfolio, L'Oreal Group sells fragrances, makeup and skincare under a licensing agreement with the larger Armani arm.

In fact, the Luxe division's products collectively carried L'Oreal Group's full portfolio in the final quarter of 2022 ([see story](#)).

Perhaps this explains why, lately, the luxury beauty giant has been beefing up luxury efforts across the board, as far as both celebrity onboardings are concerned.

A shift in strategy becomes most apparent upon analysis of the Group's additional ambassador picks.

L'Oreal-owned beauty brand Lancme marked a definitive shift in its strategy by assigning popular Gen Z content creator Emma Chamberlain the role of international brand representative.

The American internet personality now leads a long line of global ambassadors, including Penlope Cruz, Lupita Nyong'o, Amanda Seyfried, Kate Winslet and Zendaya. A YouTube entrepreneur by trade, Ms. Chamberlain has been tapped as an advocate of authenticity, bringing modernity, edge and an engaged fan base of almost 30 million to the brand ([see story](#)).

Meanwhile, back at home base, Armani Beauty marked a new chapter for its bestselling My Way line, revealing "White Lotus" star Sydney Sweeney as the face of its latest perfume release ([see story](#)).

With more to come from the "Gen A." ambassador cohort, the industry awaits further updates.

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