

FRAGRANCE AND PERSONAL CARE

Armani Beauty gets at heart of things in 'Behind Makeup' campaign

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Emotional conversations drive the narrative, the stars touching on topics like self-confidence, gender norms, trust and the meaning of beauty. Image credit: Armani Beauty

By EMILY IRIS DEGN

Italy's Armani Beauty is out with a star-studded video series.

The brand's "Behind Makeup" campaign is comprised of five films directed by British photographer Damon Baker that star cosmetic professionals and their young clients American actress Sadie Sink, American actor Chase Stokes, Puerto Rican actress Adria Arjona, British actress India Amarteifio and American actress Sydney Sweeney. Each of them discusses their relationship with their artists and makeup itself, the slot filled with conversations that perhaps many fellow Gen Z and Millennial viewers can relate to, an increasingly powerful customer base for Armani Beauty.

"The open conversation of the use of makeup and quality products that allow you to have full coverage, or simply the essence of it, makes you think about why you want to use it," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"When you hear India Amarteifio talk about her love for this foundation and how when she wears it, she sometimes likes to have her imperfections still come through, it makes us think of the power of makeup and how it lets you truly control how you want to present yourself," Ms. Smith said. "This generates a conversation about the versatility of products and encourages consumers to understand the products that they use and what it is meant to do.

"This campaign shows the importance of trust, communication and using products that create this flawless look without overshadowing the face and presence of the person."

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

Five to five

In each of their respective videos, the celebrities have a heart-to-heart with their makeup artists.



The Gen Z and Millennial actors all get their makeup done and talk about beauty with their makeup artists. Image credit: Armani

An emotional conversation drives each narrative forward, the stars touching on topics like self-confidence, gender norms, trust and the meaning of beauty. All the while, Armani makeup and skincare products are discussed, from their method of use to how it feels to wear them.

In between their deep talks, the well-known figures are shown getting their makeup done, the artists creating a variety of looks with the luxury selection.

Though each person sported a different final presentation, the emphasis throughout every video was on natural beauty.

"The campaign brings the makeup artists to the forefront by talking about their approach to working with their clients and the relationship that they have with the talent," said Ms. Smith.



Ms. Sink shares with Armani her love of natural makeup, a passion she shares with her artist. Image credit: Armani

"The neutral tones and the way it is shot really draws you into hearing the story," she said. "Having these conversations and being able to see the connectivity between each pair brings all the elements together with Armani Beauty as a backdrop.

"Being able to hear about the items from two perspectives really encourages those who are looking for the right fit."

From 21-year-old Ms. Sink's reminiscing of what it was like to come into the spotlight just as she was experimenting with makeup to 31-year-old Mr. Stokes's thoughts on gender norms having kept him from using cosmetics in the past, the videos highlight Armani Beauty in a way that supports the young talents and their journeys.



Mr. Baker opens up about how he would have wanted to use foundation as a teen, but did not due to the stigma. Image credit: Armani

The move could appeal to customers looking for that personal touch in advertising.

“There is a vulnerability in this campaign,” said Ms. Smith.

“It leaves a lot of room to really think about what’s being said from their direct experiences.”

Young bucks

This latest programming follows in the footsteps of last year’s “Gen. A” initiative, which dove into the behind-the-scenes lives of celebrities.

Like “Behind Makeup,” the talents all spanned Gen Z and Millennial age groups, Mr. Stokes among them ([see story](#)).

Ms. Sweeney talks about her relationship with her artist and makeup for Armani

In fact, many of these latest taps are luxury mainstays in marketing, such as 26-year-old Ms. Sweeney. The actress was named Armani’s face of the My Way perfume earlier in 2023 ([see story](#)) after she had established a pattern of prestige appearances ([see story](#)).

Ms. Sink is also a regular show in luxury slots and has been for years ([see story](#)).

Just this year she was pictured in British fashion house Alexander McQueen’s spring/summer 2023 womenswear collection push, taking viewers around notable sites in London ([see story](#)). Ms. Sink has also worked with others from the United Kingdom, including brands uplifting her generation’s love of sustainability ([see story](#)).

Altogether, the stars of “Behind Makeup” seem to reel in Gen Z and Millennial customers specifically, but their inclusion could extend further than that.



Ms. Sink is shown getting her makeup done for her latest appearance in a luxury campaign. Image credit: Armani

“This campaign is interesting because they are talking to those who are newly established, appearing in film and series that have definitely added to the cultural lexicon,” said Ms. Smith.

“These celebs are young and can look back at how it was to start out and be introduced to having teams, wearing makeup, etc.,” she said. “Although this is of interest to those that are in the same age bracket as the stars, it’s also something of interest to those that are older since they can think about how they wish to present themselves to the world.”