

FRAGRANCE AND PERSONAL CARE

Tapping new talent, Armani revisits Acqua di Gi

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Since the end of January, Armani has been teasing horizons for Acqua di Gi. Image credit: Armani

By ZACH JAMES

Italy's Armani Beauty is refreshing an established product line.

First released in 1996, the Acqua di Gi collection of men's fragrances has a new celebrity face for its latest drop. Positioned as the next chapter in the scent's saga, British actor Aaron Taylor-Johnson stars in the promotional short film, released this week.

"Acqua di Gi embodies a way of understanding masculinity that is at once free, sensitive, and adventurous," said Giorgio Armani, fashion designer and brand founder, in a statement.

"These are all characteristics that Aaron expresses with his presence and physicality," Mr. Armani said. "It was this balance of mind and body that convinced me that he was the right person to represent the fragrance.

"Aaron has an intensity and beauty that is both self-aware and emblematic of today."

Diving deep

Since the end of last month, Armani has been teasing horizons for Acqua di Gi.

A series of 10-second-long videos were dropped at the time to give audiences a sneak peek at what is next for the fragrance. This action ended in early February when the brand revealed Mr. Taylor-Johnson as the new face and ambassador for the masculine perfume.

Now, the label is showcasing the full short film and campaign.

Armani presents "A New Chapter of Acqua di Gi"

Directed by French musician Yoann Lemoine, professionally known as Woodkid, the slot is shot in black and white. American singer-songwriter David Kushner's hit song "Daylight" scores the video, granting it a melancholy vibe.

Featuring the actor on the Italian island of Pantelleria during a rainstorm, the celebrity is pictured staring into the Mediterranean Sea from a rocky cliffside. As the film reaches its climax, Mr. Taylor-Johnson dives into the body of water from a great height.

He performed the stunt himself without the use of special effects.

This sense of danger is quickly alleviated, as the thespian swims alongside whales in striking imagery before ending up back on the cliff. From there, he watches the creatures surface from the waves, a sly smirk slowly appearing on his face as the advertisement concludes.

Armani shares a behind-the-scenes look at the making of the marketing

Mr. Lemoine is a frequent collaborator with luxury, having worked with Swiss watchmaker Vacheron Constantin, among others, in the past ([see story](#)).

However, the world of luxury fragrance is new to Mr. Taylor-Johnson, who has not served a brand in this capacity before.

“Capturing that moment of fear, but also that moment when something happens and changes that you’re too afraid to do but you now you’ve got to overcome that obstacle,” says Mr. Taylor-Johnson in a behind-the-scenes video interview.

“And I think we did something in the shoot that was just trying to have a freedom, that Acqua di Gi really just gives us this essence,” he says. “I think the environment captures everything about the Acqua di Gi essence, it’s the contrast of land and ocean.”

Other beauty brands have tapped celebrity talent over the past few months to introduce new products or bring back old favorites. French fashion house Dior opted for the latter, enlisting actresses Anya Taylor-Joy, Rachel Zegler, Yara Shahidi and Dilraba Dilmurat to showcase the updated Rouge Dior Lipstick ([see story](#)).

France’s YSL Beauty took the other approach, tapping a variety of influential male figures to debut a men’s fragrance line ([see story](#)).

Youth appeal

The new version of Acqua di Gi is available now in-store and stocked [online](#).

Mr. Taylor-Johnson sits down to discuss his role in the short film

With this reintroduction, Armani is debuting a new way to buy the scent, offering up a five-ounce refill bottle to extend the life of one’s initial purchase. The new container retails for \$160.

This updated and more sustainable way to purchase the fragrance could bolster its appeal to younger consumers.

Gen Zers especially are finding their way into the luxury segment via the fragrance market, according to recent findings ([see story](#)). The category’s lower luxury price points appeal to the aspirational and could potentially drive sales for other high-end goods, such as, in Armani’s case, fashion.