

APPAREL AND ACCESSORIES

Armani enlists legacy talent for spring/summer campaign

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The campaign was shot by a young up-and-coming filmmaker. Image credit: Armani

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Armani** is tapping into the power of legacy talent.

For its Emporio brand's spring/summer 2024 campaign, the company is enlisting two recognizable names: Hungarian model Barbara Palvin and American actor Patrick Schwarzenegger. The marketing takes a dream-like approach to showcasing the men's and women's seasonal collections, both exclusive to the United States.

Multi-generational appeal

Unveiled this week, the short film shot by Italian director Amedeo Zancanella puts an ethereal spin on platforming Emporio Armani's latest releases.

The young talent gives the maison a fresh perspective, a lens he has lent to other luxury labels in the recent past, including Prada, Porsche, Off-white and, on several occasions, Armani.

With their latest collaboration, the filmmaker positions his two stars in dreamy visuals. The actors and models walk on ticking timepieces, being both gigantic and small in size, using shoestrings as a tightrope and posing next to massive oversized accessories.

Emporio Armani presents its spring/summer 2024 campaign

Spanning ready-to-wear, handbags, accessories, eyewear and footwear, the **men's** and **women's** collections are available now at U.S.-based Emporio Armani boutiques and online.

The two celebrities could bring a massive amount of attention to the drop.

Ms. Palvin, an ambassador for Armani Beauty, sports an Instagram following of 20.5 million, more than four times that of the Giorgio Armani brand and slightly more than Emporio Armani's fanbase of 20.2 million on the platform.

Patrick Schwarzenegger, the son of seasoned action star and former California governor Arnold Schwarzenegger, attracts an entirely different audience.

While only having a following of 1.3 million on the Meta-owned social network, he is fresh off of a starring role in the hit Amazon

Prime Video series "Gen V," a spinoff of the uber-popular show "The Boys." Appealing to a more general demographic, his presence could inspire interest from the waning aspirational crowd, while Ms. Palvin engages with core clientele.

A recent campaign from French fashion house Chanel ([see story](#)) took a similar approach, recruiting the child of an established actor.

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