

# Kendall Jenner joins Emporio Armani as global fragrance ambassador

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*Supermodel Kendall Jenner serves as the face of Armani Beauty's new Power of You Eau de Parfum. Image credit: Armani Beauty*

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Italy's [Armani Beauty](#) is naming a new global fragrance ambassador.

The house is kicking off the year by making American model Kendall Jenner its latest appointee. Serving as the face of Armani Beauty's new Power of You Eau de Parfum, Ms. Jenner will promote the scent in a campaign launching next month.

## New face of "Power of You"

Power of You arrives in Europe on Jan. 20. Spring product launches in the United States, the Middle East and Asia are soon to follow.

The women's fragrance features notes of maracuja-passion fruit and vanilla, a compositional mix that the brand says mirrors the modern, empowered persona Ms. Jenner portrays.

Introducing Kendall Jenner as the new Emporio Armani Global Fragrance Ambassador and the face of POWER OF YOU EAU DE PARFUM.

Discover more on <https://t.co/BOd4ooIY5> [pic.twitter.com/pIILkoFn3U](https://pic.twitter.com/pIILkoFn3U)

Armani (@armani) [January 6, 2026](#)

Described as a "celebration of confidence and authentic self-expression," it is encased by a clear, gold-framed flacon, allowing the distinct, red-tinted formulation to show through. The launch's thematic focus on individual strength, confidence and expressive energy will come to life in a reel set for release in February, directed by New York-based fashion filmmaker Gordon von Steiner.

The announcement renders Ms. Jenner a member of Armani Beauty's global fragrance ambassador network, joining figures including British actor Nicholas Galitzine, the face of Armani's Stronger With You fragrance line for men, and, as of last November, American actor Keith Powers. The 33-year-old debuted the partnership with a starring role in the Code Parfum campaign ([see story](#)).

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