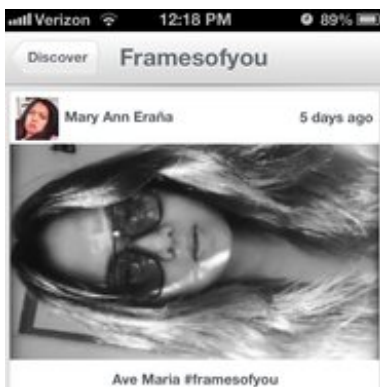


MOBILE

Armani extends eyewear campaign with video app initiative

August 2, 2013



By ERIN SHEA

Italian fashion house Giorgio Armani is extending its “Frames of Life” eyewear campaign by encouraging fans to create short videos on mobile video-sharing application VideofyMe using its own branded filter.

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Luxury Daily

Through VideofyMe, consumers can create their own short videos using the Armani color filter and share them using the hashtag #FramesOfYou for a chance to be featured on Armani’s Web site. Launching campaigns that allow fans to create their own media can help strengthen relationships with brands and reach new customers through social sharing options.

“We’ve created a way for fashion bloggers to share their favorite summer moments with the same vibe and aesthetic as Giorgio Armani’s Frames of Life campaign,” said Robert Mellberg, founder of [VideofyMe](#), Stockholm, Sweden.

“The campaign is targeted at top international fashion bloggers as well as fans of Giorgio Armani’s social media pages, including Facebook, Instagram and Twitter,” he said.

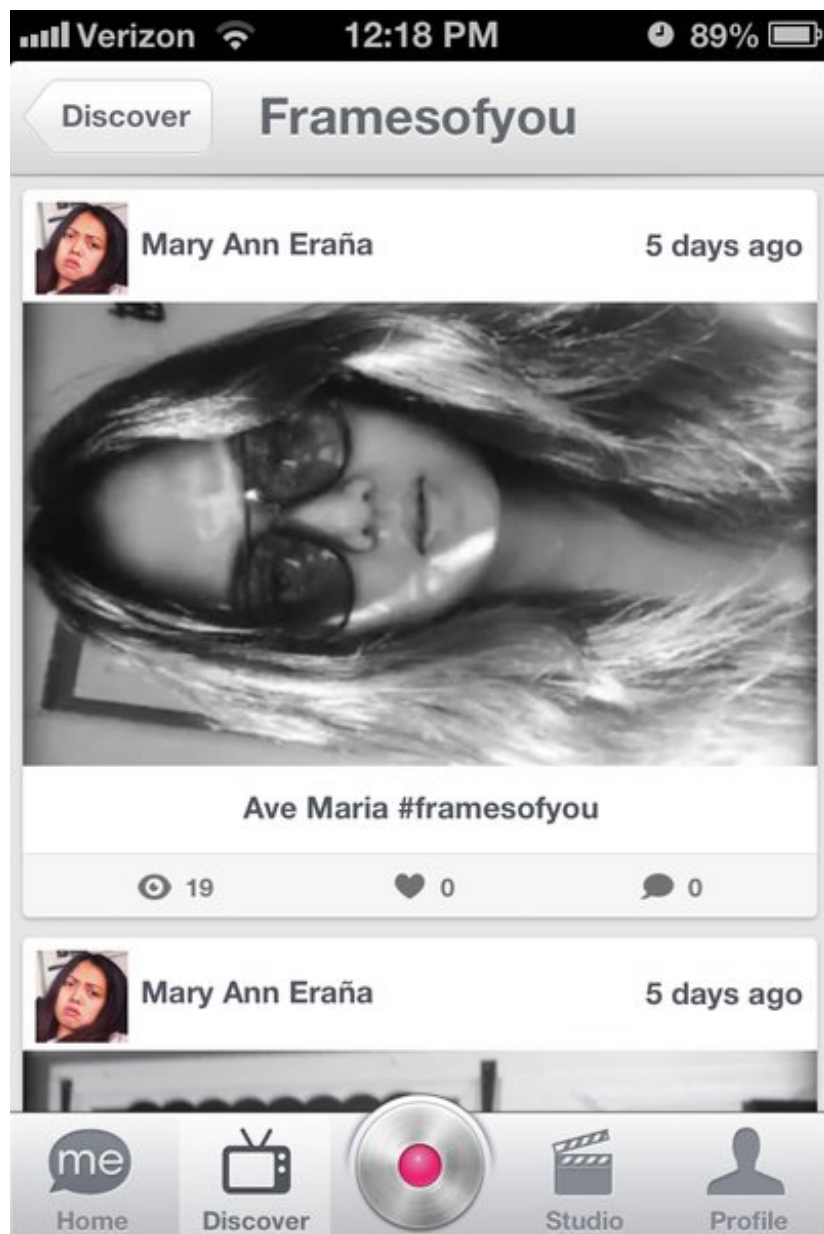
“We are also targeting the existing 750,000 strong international VideofyMe user base by posting selected videos on our app, Web site, and Twitter account.”

VideofyMe partnered with **Armani** for this initiative.

Lights, camera, action

VideofyMe allows users to create videos up to 10 minutes in length through their mobile devices. Once users have recorded the video, they can pick a color filter to add to the video and then share it via social media.

Armani partnered with VideofyMe to create its own black-and-white filter for videos that captures the attitude of its Frames of Life campaign.



Frames of You videos

The brand is encouraging users to create videos on VideofyMe and use the Armani filter and hashtag #FramesOfYou. Then, Armani will choose the top three videos each week and display them on its Web site.



Natalie Liao
22 Jul 2013

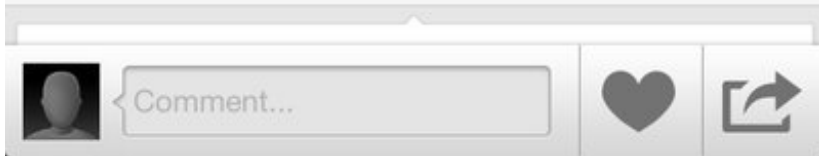
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Giorgio Armani #FramesOfYou

My video for Armani x VideofyMe collaboration! Giorgio Armani and Frames Of Life shot and song courtesy of Giorgio Armani Frames Of Life 2013 trailer.
www.lavagabonddame.com

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Video

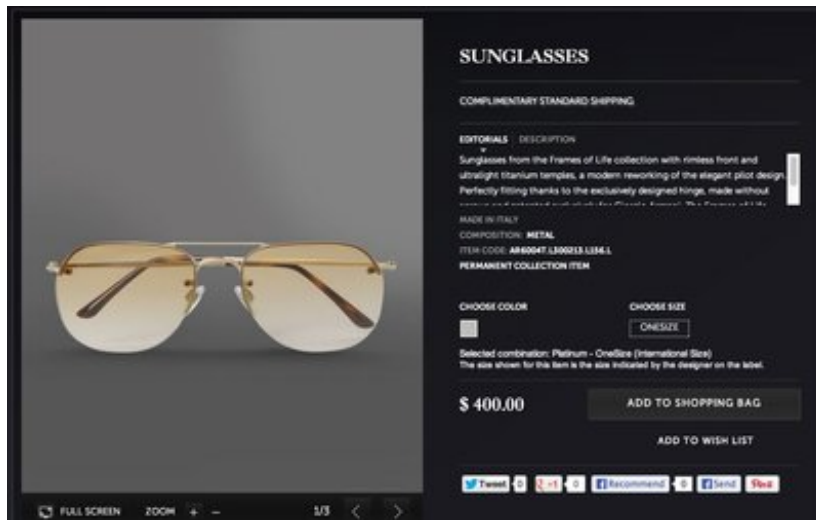
In one of the top three for this week, blogger Natalie Liao shows off her Armani aviator-style sunglasses in her 61-second video.

In addition to displaying her video on the site, Armani has also included an image of the aviator sunglasses she wore in the video with a call to action that reads “Shop this style.”



Ms. Liao's video

Consumers can click through on the image next to the video to purchase the product from Armani's ecommerce site.



Product page

Armani is also using the #FramesOfYou hashtag on Twitter to spread the word about the campaign.



Tweet

In the frame

Armani has continually added new components into its Frames of Life campaign throughout the years.

For instance, the brand pushed its lifestyle and eyewear in the Frames of Life campaign that brings together the stories of five young characters.

The multichannel campaign was released in pieces during the spring as consumers were introduced to each protagonist and his or her eyewear preference. Armani presented the campaign with Luxottica with which it has an exclusive license agreement for its eyewear ([see story](#)).

Furthermore, Armani launched an Instagram effort called “Frames of Your Holiday” in July 2012 during which consumers could upload images of them wearing their favorite sunglasses ([see story](#)).

The Frames of You campaign on VideofyMe comes as an extension of the larger Frames of Life efforts to keep consumers interested and give them another platform to express creativity.

“Giorgio Armani chose to collaborate with us on its campaign because VideofyMe allows users to shoot videos of up to 10 minutes in duration, which neither Vine nor Instagram can provide,” Mr. Mellberg said.

“Individuals use our app to express themselves through rich storytelling with narrative and plot, creating unique and one-of-a-kind videos,” he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/GYWZshHs-W4](http://www.youtube.com/embed/GYWZshHs-W4)

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