

INTERNET

Armani gets fresh perspective with student film series

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By SARAH JONES

Italian fashion brand Giorgio Armani has launched a film series that uses its sunglass collection as the filter for the lens.

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For Armani's "Films of City Frames" series, the brand partnered with Rai Cinema and is having students from six different film schools interpret scenes through its Frames of Life eyewear. By adding a branded element to this film project, Armani is able to ensure visibility throughout the videos, without overt product placement.

"Armani is reinvigorating his original 2010 Frames of Life campaign by employing the lens of young talent from prestigious film schools to extend the magic of cinema to his eyewear line," said Andrew Kelly, director of market development at **Baesman**, Columbus, OH.

"Cinema is an artform, punctuated by subtleties, and when done well, scoops us from our immediate reality and into another world," he said. "His eyewear line will in effect be the supporting cast of this cinematic endeavor.

"This content, which teeters somewhere between user-generated and branded content, should be leveraged through traditional and emerging channels, featured on their

Facebook page, Web site, in email campaigns, even broadcast. These films will no doubt entice consumers."

Mr. Kelly is not affiliated with Armani but agreed to comment as an industry expert.

Armani was unable to comment directly.

Shades on life

In a brand statement, the project's intended result is the creation of films that reflect the "growing wealth of the contemporary metropolis without stereotyping it." This is going to be accomplished by getting different points of view from the students.

Working with the students will be Paolo Sorrentino, a Golden Globe and BAFTA-winning director. To launch the series, Mr. Sorrentino collaborated with Piero Messina, a graduate of the Italian Experimental Film Centre and who works as the director's assistant.

Mr. Messina and Mr. Sorrentino created a short pilot film inspired by the novel *Journey to the End of the Night* by Louis-Ferdinand Céline. The short includes unseen footage from Mr. Sorrentino's "The Great Beauty."



Video still from Armani Films of City Frames teaser

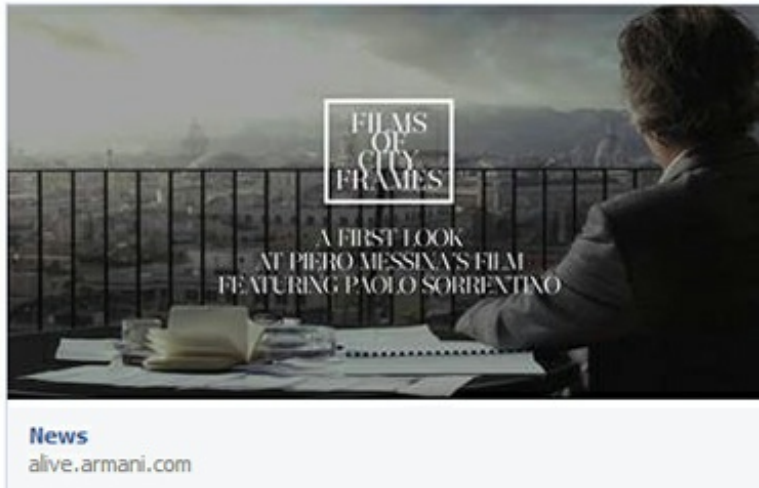
Armani introduced the Films of City Frames project on social media and on its blog, Armani Live. On the blog, Armani posted a video that includes brief information about the series as well as clips from the pilot film.



ARMANI shared a link.
Yesterday

Preview the 'Films of City Frames' pilot featuring award-winning director Paolo Sorrentino!

'Films of City Frames', Giorgio Armani's initiative to connect with the world of cinema through the universe built around Frames of Life, has seen ... [See More](#)



Facebook post from Armani

Throughout the process, Armani will be posting content from the production of the films to a dedicated section of the Web site www.framesoflife.com and to its social media platforms.

Mr. Armani said in a statement that the goal of this project is to have students “grasp the importance of having a personal perspective.”

Branded content

Sponsoring a film project that uses a brand's product as inspiration is a way to elevate merchandise.

For instance, Italian jeweler Bulgari collaborated on a short film contest in which entrants had to use the house's gems as inspiration for their art.

A Shaded View on Fashion Film, a traveling film festival that begins its tour in Paris, combined forces with Bulgari and AltaRoma AltaModa, the fashion week in the Italian city, to host a screening of the Bulgari-centric film. With this film screening and entry process, Bulgari boosted its awareness among a fashion-forward audience ([see story](#)).

Supporting film gives luxury brands the opportunity to showcase their passion for the arts.

For example, precision-cut crystal maker Swarovski looked to drive ticket sales with social media promotions to its first feature film production, “Romeo & Juliet,” developed by its entertainment division.

Released Oct. 11, Romeo & Juliet is Swarovski's first time working with Hollywood

partners to develop, finance and produce a film shown in international theaters. While many brands participate behind-the-scenes in costume and set design, Swarovski is likely to build more brand awareness by using a dual approach that includes jewelry featured in Romeo & Juliet as well as its behind-the-scenes participation ([see story](#)).

This project seems more geared toward existing Armani fans rather than a method to spread brand awareness.

"Armani's strategy for this project seems to be to help the schools and their students while acquiring, probably at little or no cost, content for Armani's various digital communications channels," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"This project will not likely affect the Armani brand," he said. "There is no risk of negative impact and there is probably little or no positive effect.

"The project is not likely to reach or attract an audience of true prospects for Armani and it will not have much appeal beyond existing Armani followers."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York