

GIORGIO ARMANI

GIORGIO ARMANI EYEWEAR 2013

THE NEW *FRAMES OF LIFE* CAMPAIGN: TIMELESS PORTRAITS DEPICT MODERN INDIVIDUALS

Frames of Life, the eyewear campaign launched in 2010, makes its return. The setting this time is a café in a big city square, with a constant flow of people coming and going: countless stories, all different and each one unique, intertwining to create a completely new narrative.

The protagonists of these 'frames of life' are: Luc, a writer whose first work has just been published; Carlos, a young barman with a passion for cinema; Nina, a talented cellist seeking her first gig; Lucille and Adrian, two successful young architects. This creates a medley of different stories, hopes, and emotions, tied together by a common element: their *Frames of Life* eyewear. Each snapshot captures a real life moment in the life of the character, from which their personality and story unfold.

The eyewear adds a subtle touch of style to the characters in a way that does not overpower, but compliments their personality. The frames represent the timeless design drawing on the iconic shapes of Giorgio Armani's revisiting in a contemporary fashion with new materials and colors, artisanal details and innovative technological features.

The new *Frames of Life* campaign will live in print and on www.framesoflife.com, but also on social media through a series of short video clips that reveal and explore each character as the stories unfold over time.

LUC - AR5004RT

The writer wears an ultralight titanium optical model, with thin temples and the unmistakable curled tips. The screwless hinge design, patented exclusively for Giorgio Armani, ensures a perfect fit. The streamlined frame with its round-shaped lenses is so light it feels like wearing nothing. The *Frames of Life* logo is laser engraved on the inside of the temples. Available in black, gold, and bronze, all with a matte finish.

NINA - AR8017RZ

The cello player wears glasses with a strong, confident personality and a touch of retro that hides advanced technology details and sophisticated research in materials. Thin, flexible titanium temples support the acetate front, enhanced by an aged-effect super-soft nappa leather spoiler. The *Frames of Life* logo is laser engraved on the inside of the temples. The color combinations available include: black with grey leather spoiler, olive green with brown leather spoiler, and speckled havana with black leather spoiler.

Giorgio Armani S.p.A. – Società a socio unico

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CARLOS - AR7010

The young barman's glasses have a vintage flair, modernized by the combination of acetate front and thin titanium temples. The temples are secured to the frame by a screwless hinge whose design has been patented exclusively for Giorgio Armani. The *Frames of Life* logo is laser engraved on the inside of the temples. This unisex model comes in five classic color versions, including blue havana and light havana.

ADRIAN - AR8007

The architect's choice is a refined, structured model with marked retro style in the details, like the characteristic metal double bridge and metal rivets. The *Frames of Life* logo is laser engraved on the inside of the temples. In all color versions, the acetate is specially processed to give a slightly rough texture to the frame; available in classic black, havana, honey, grey, and red. Crystal lenses for all versions.

LUCILLE - AR7008

Adrian's partner, herself an architect, wears an elegant oval-shaped model with a retro taste in the metal rivets of the front and tips, as well as in the scratched finish of the acetate frame that creates a matte effect. Available in five colour versions: black, blue, water green. The *Frames of Life* logo is laser engraved on the inside of the temples.

The Giorgio Armani Group is today one of the leading fashion and luxury goods groups in the world, with over 5,700 direct employees and 12 factories. It designs, manufactures, distributes and retails fashion and lifestyle products including apparel, accessories, eyewear, watches, jewellery, cosmetics, fragrances, and furniture and home furnishings under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ I Armani Jeans, A/X Armani Exchange, Armani Junior and Armani/Casa. The Group's exclusive distribution network comprises 751 stores worldwide (directly owned and freestanding third-party-run stores): 89 Giorgio Armani boutiques, 3 Giorgio Armani Accessori boutiques, 211 Emporio Armani stores, 42 Armani Collezioni stores, 235 A/X Armani Exchange stores, 33 AJ I Armani Jeans stores, 2 AJ Accessori stores, 21 Armani Junior stores and 36 Armani/Casa stores, in 46 countries.

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