

GIORGIO ARMANI

GIORGIO ARMANI EYEWEAR 2014

FRAMES OF LIFE: THE NEW CAMPAIGN

ONE ENCOUNTER, TWO LIVES THAT UNEXPECTEDLY INTERTWINE

For the next Spring-Summer collection, “fragments” of daily life will once again serve as the inspiration for *Frames of Life*, the new eyewear collection by Giorgio Armani.

Life is made up of a succession of moments, by different sensations and emotions, and our glasses accompany this journey like an object you cannot part with. Rather than a mere frame with which we look at the world, they act as a tool to help us live each moment intensely - perceiving even the slightest nuance.

A chance encounter between a man and woman starts a series of gazes and the wish to meet again: gazes reflected in each other's lenses. The two protagonists search for the meaning of moments they never lived; in a relationship full of the essence of mystery in the absence of all contact. The campaign, shot in an elegant black and white cinematic style, takes the story to a new narrative level.

The concept of elegance as the absolute beauty is once again the inspiration behind, the *Frames of Life* glasses. Featured in the campaign are small masterpieces made of unusual materials and exclusive finishings, a perfect blend of design and quality taking on the form of clean shapes. Each pair is a statement of simplicity without forgetting innovation, and the brand's heritage. Never unnoticed, their unique style has the ability to project the personality of the wearer.

Acetate are offered in havana and horn colours with brushed, polished or chiseled finishes, and frames are customised with exclusive, branded rivets, both on the front and on the temple tips.

The vintage colour palette, including the iconic Armani greige, complements the matte metal finishes for a highly refined effect. The frames are completed by the “*Frames of Life*” logo, printed on the inside of the left temple.

AR7004 + clip-on

This retro inspired, Phantos shaped optical model comes in grey or light havana acetates. Featuring a metal clip-on with a bronze frame and brown/bronze lenses, or a gunmetal frame with light gray silver mirrored glasses, this classic, practical frame has a fine vintage feel with strong appeal.

AR6018TK - AR5027TK

This oval shaped optical frame is a revisited version of the iconic Giorgio Armani eyewear. Created in the shape of the infinity symbol and made of thin gold plated titanium with a matte finish, it recalls the first model of the Giorgio Armani collection launched in 1989. Bridging the gap between the past and future, this new version is made contemporary by its use of titanium, an extremely lightweight and resistant material, and the inclusion of a special patented hinge that was first introduced in 2013. The sunglass version has hydrophobic and anti-reflective olive green lenses.

The model is also offered in a gold version that celebrates its reintroduction after 25 years.

These models come in their own dedicated packaging.

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AR6016J - AR5024J

A streamlined design glasses with a retro feel, these optical are quintessentially Giorgio Armani. Refined and elegant, the Phantos frame shape is set off by the acetate coating, thin temples, and a distinctive metal hinge. The iconic diamond shaped rivet is applied onto both temple tips.

This model sports a matte gunmetal front, with matte dark havana temples and brown lenses in the sun version.

AR7028

An unusual combination of iconic traits and modern variations sets apart the contemporary design of these stylish, sophisticated glasses. The refined matte finish of the bridges and temples contrasts with the polished tortoiseshell-like acetate front, in a sophisticated mix of past and future.

This model is also available in the havana-green and havana-honey combinations.

For more information:

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