

# GIORGIO ARMANI

GIORGIO ARMANI EYEWEAR 2014

## **FRAMES OF LIFE: THE NEW CAMPAIGN**

### **AN ENCOUNTER, TWO STORIES BRUSHING AGAINST EACH OTHER**

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 along this journey like an object you cannot part with. Rather than a mere frame with which we look at the world, they are the tool that helps us to live every 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 crossing and reflected in the other's lenses. The two protagonists search for the meaning of those moments they have never lived; in a relationship full of the essence of mystery in the absence of all contact. The campaign, shot in elegant black and white to play on the contrasts, is shot in a cinematic style that takes the story to a completely new narrative level.

Once again inspired by the concept of elegance as the absolute beauty, the *Frames of Life* glasses featured in the campaign are small masterpieces made of unusual materials and exclusive finishing techniques, a perfect blend of design and quality taking on the form of clean shapes. Each pair is a statement of simplicity without giving up on innovation, in line with the brand's tradition and heritage. Never unnoticed, their unique style has the ability to project the personality of the wearer.

Acetates are offered in havana and horn colours with brushed, polished or chiseled finishes, and frames customised with exclusive, branded rivets, both on the fronts and the temple tips. The vintage colour palette, featuring the iconic Armani greige, mixes with matte metal finishes for a highly refined effect. The frame is 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 gunmetal frame with light gray silver mirrored glasses, this classic, practical frame has a fine vintage flavour that gives it a strong appeal.

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

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#### **AR6018TK - AR5027TK**

This oval shaped optical frame is a revisited version of the iconic Giorgio Armani glasses. 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 first introduced in 2013. The sun 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.



#### **AR6016J - AR5024J**

A streamlined design, these optical glasses with a retro feel are quintessentially Giorgio Armani. Refined and elegant, the Phantos shape of the frame 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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