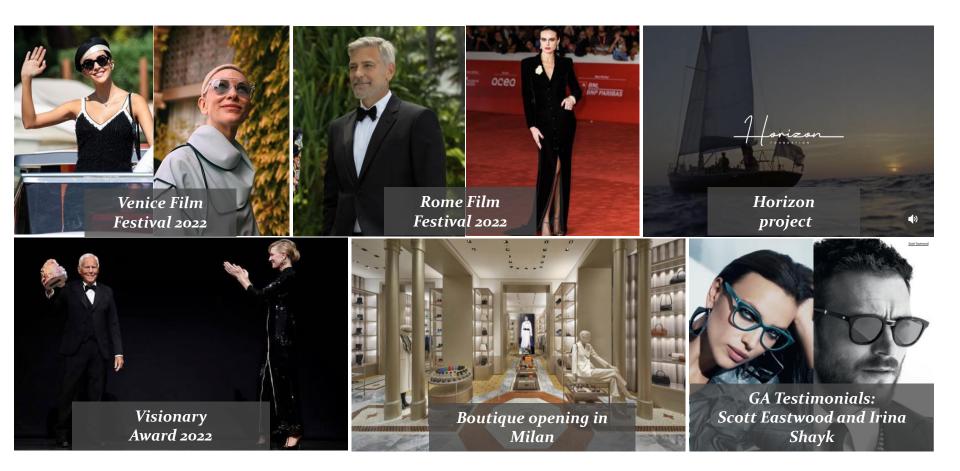
November 2022 COLLECTION



### **TIMELINE**



### **NEWS FROM THE BRAND**



### SS23 ADV CAMPAIGN

#### INTERNATIONAL CAMPAIGN - SUSTAINABLE

### Campaign images will be available soon

MAN



AR8183 598833



AR8184U 598802

AR**7**243U 5982 WOMEN



AR8182 598833



AR<sub>7</sub>240 5977

### APAC CAMPAIGN - HU GE



AR8186U 50012A



AR7237 5026/5482\*

PRIORITY 1



AR5134 3001/3002\*

PRIORITY 2

### SS<sub>23</sub> ADV CAMPAIGN

### **VALUE EDITIONS**

#### Campaign images will be available soon

**CLIP ON** 

















AR8185U 59781W

AR8190U 59791W

AR8187U 5875B1

AR6138TM 3347

\*Images are not the final campaign images

### SS<sub>23</sub> ADV CAMPAIGN – ADDITIONAL ASSETS

### SS23 FASHION INTEGRATION SHOOTING

#### Campaign images will be available soon



AR8191U 601773/601819

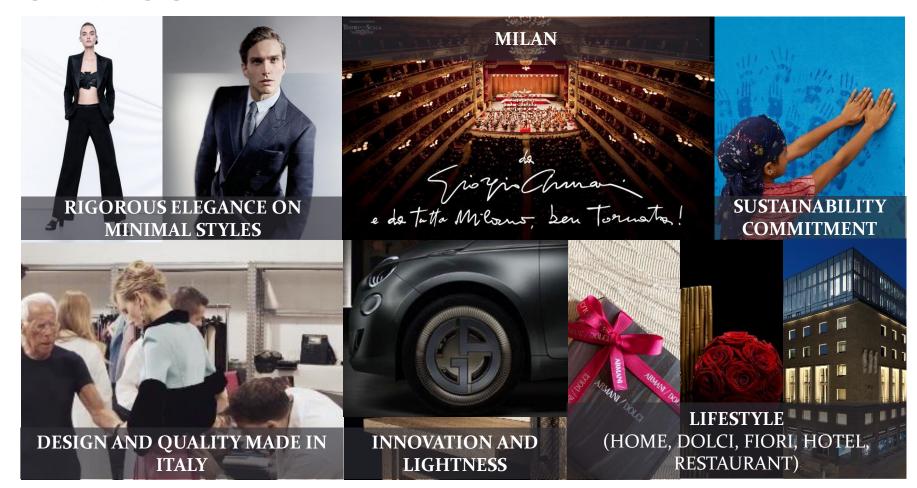




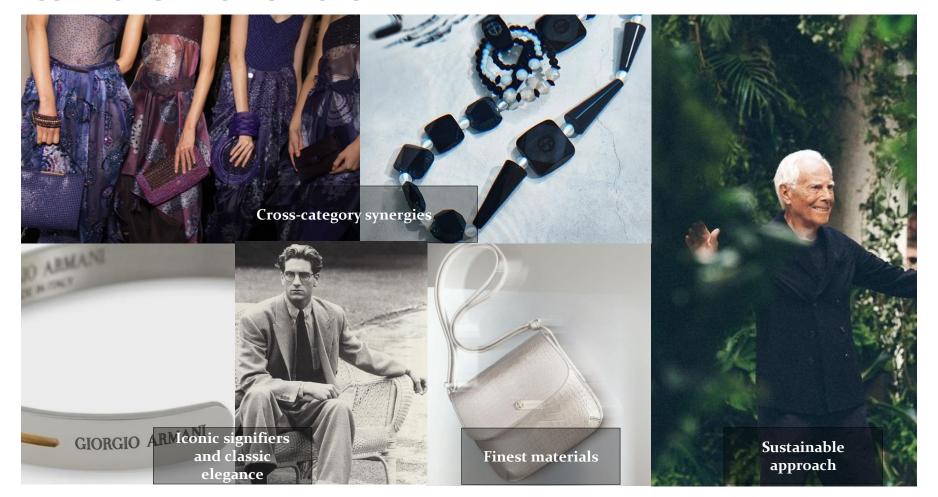
AR6146 3350l9

Images are not the final campaign images

### **BRAND VALUES**



### **COLLECTION INSPIRATIONS**



#### COLLECTION ARCHITECTURE NOVEMBER 2022

### GIORGIO ARMANI

NOVEMBER 2022 → 33 MOD

15 Opt (45%) + 18 Sun (55%)

MAN (64%) → 11 Opt + 10 Sun: 21 Styles

WOMAN (36%) → 4 Opt + 8 Sun: 12 Styles

Asian Full Fitting with plastic nose pads

Universal Fitting

A Asian Friendly

Sustainable

F

Asian Full Fitting with metal gooseneck nose pads

\*Luxottica provides suggested retail prices (SRPs) for indicative purposes only. Final prices are at sole discretion of the clients, including our licensors' boutiques; Luxottica does not interfere with any clients' pricing decisions.



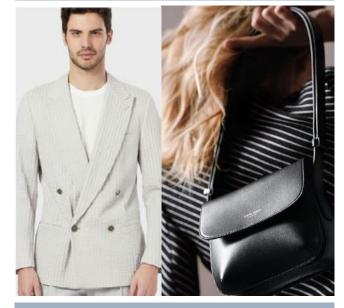






#### ARMANI CODE

Heritage reloaded with updated icons and elements that express the essence of Giorgio Armani's soul



17 STYLES (10 SUN | 7 OPT)

#### VISIONARY LUXURY

New point of view on contemporary urban landscapes that joins a deep research on materials with an innovative focus on new graphics and decorative themes



12 STYLES (5 SUN | 7 OPT)

**SRP OPT\*:** 270 - 290 € **SRP SUN\*:** 310 €

### BOLD SUSTAINABLE ARMANI CODE



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MAN

The new Giorgio Armani bold-sustainable story combines audacious profiles and sophisticated tones with the brand's visionary commitment towards sustainability



Asian Full Fitting with plastic nose pads





Asian Full Fitting with metal gooseneck nose pads





Sustainable

### BOLD SUSTAINABLE ARMANI CODE

Asian Full Fitting with plastic nose pads

Asian Friendly

F

Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



Sustainable



### BIO-ACETATE FRONTS AND TEMPLES, A SUSTAINABLE ALTERNATIVE TO STANDARD ACETATE THANKS TO THE USE OF PLASTICIZER BASED ON RENEWABLE SOURCE





Laser-engraved & enamel Giorgio Armani logo

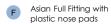


See-through metal rhombus on temple tip



Exclusive gradient plastic & crystal lenses

### **BOLD SUSTAINABLE** ARMANI CODE





Asian Friendly



Asian Full Fitting with metal gooseneck nose pads

BIO-ACETATE FRONTS AND TEMPLES, A SUSTAINABLE ALTERNATIVE TO STANDARD ACETATE THANKS TO THE USE OF PLASTICIZER BASED ON RENEWABLE SOURCE



GIORGIO ARMAN

Universal Fitting



Sustainable









Laser-engraved & See-through metal rhombus on enamel Giorgio Armani temple tip logo



Bolder temple for Sun

Striped, havanas colors & exclusive crystal lenses

SRP OPT\*: 270 - 290€ **SRP SUN\*:** 310€

#### WOMAN

# AR8182 AR8188 AR7241

The new Giorgio Armani bold-sustainable story combines audacious profiles and sophisticated havanas with the brand's visionary commitment towards sustainability



BOLD SUSTAINABLE

ARMANI CODE









### BOLD SUSTAINABLE ARMANI CODE



Asian Full Fitting with plastic nose pads



Armani signature logo

Asian Friendly



Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



crystal lenses

Sustainable



ADV



AR8182 = Size 52



temple tip

### BOLD SUSTAINABLE ARMANI CODE

F Asia

Asian Full Fitting with plastic nose pads



Asian Friendly



Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



Sustainable





### BIO-ACETATE FRONTS AND TEMPLES, A SUSTAINABLE ALTERNATIVE TO STANDARD ACETATE THANKS TO THE USE OF PLASTICIZER BASED ON RENEWABLE SOURCE





Resin-covered Giorgio Armani signature logo



See-through metal rhombus on temple tip



Colored havanas & exclusive crystal lenses

**SRP SUN\*:** 450€





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Bold profiles are paired with sustainable materials in luxurious clip-on models. Both for him and for her, this value edition fully expresses the GA elegance and sophistication



Asian Full Fitting with plastic nose pads



Asian Friendly



Asian Full Fitting with metal gooseneck nose pads





Sustainable

### BOLD SUSTAINABLE ARMANI CODE







Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



Sustainable



#### MAN





**AR8190U** Size 46/48



VALUE EDITIONS



Dedicated packaging

### BIO-ACETATE FRONTS AND TEMPLES, A SUSTAINABLE ALTERNATIVE TO STANDARD ACETATE THANKS TO THE USE OF PLASTICIZER BASED ON RENEWABLE SOURCE





Laser-engraved & enamel Giorgio Armani logo



See-through metal rhombus on temple tip



Exclusive partially bio-based lenses, allover pattern on two skus

### CLIP ON ARMANI CODE



Asian Full Fitting with plastic nose pads



Asian Friendly



Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



Sustainable

### BIO-ACETATE FRONTS AND TEMPLES, A SUSTAINABLE ALTERNATIVE TO STANDARD ACETATE THANKS TO THE USE OF PLASTICIZER BASED ON RENEWABLE SOURCE











See-through metal rhombus on temple tip



Exclusive colored havanas & partially bio-based lenses







**VALUE EDITIONS** 

**SRP OPT\*:** 350€ **SRP SUN\*:** 370€

### SUSTAINABLE ARMANI CODE



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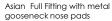
Intricate details crafted on earth-friendly frames for a style that expresses GA's sustainable vision.



Asian Full Fitting with plastic nose pads



ly







Sustainable

### **SUSTAINABLE** ARMANI CODE



Asian Full Fitting with plastic nose pads



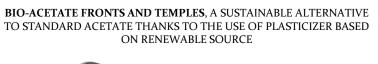
Asian Full Fitting with metal gooseneck nose pads





Universal Fitting Sustainable









45° endpiece cut highlighted by the bold profiles



Mother of pearl functional rhombus, with a dedicated inner hinge with GA laser-engraved logo



Curved, rounded and thick profiles

### MOTHER OF PEARL ARMANI CODE



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Merging luxurious materials and premium craftmanship. This fashion-forward feminine style is enriched by precious mother of pearl rhombus



Asian Full Fitting with plastic nose pads



Asian Friendly



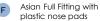
Asian Full Fitting with metal gooseneck nose pads





Sustainable

### MOTHER OF PEARL ARMANI CODE







Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



Sustainable

### BIO-ACETATE FRONTS AND TEMPLES, A SUSTAINABLE ALTERNATIVE TO STANDARD ACETATE THANKS TO THE USE OF PLASTICIZER BASED





WOMAN









**VALUE EDITIONS** 





Mother of pearl embedded rhomboidal detail



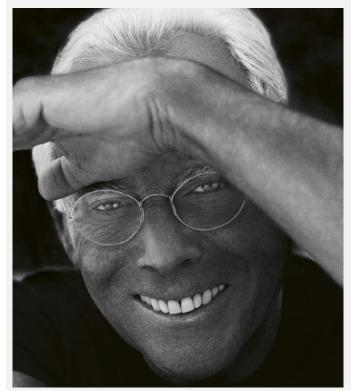
Rhomboidal geometries emphasized through the bold & flat temple with printed logo on tip



Multifaceted front in solid colors

#### **SRP OPT\*:** 290€ SRP SUN\*: 290-370€

### ICON ARMANI CODE



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From the GA historical archive thin and minimalistic shapes to evoke the Giorgio Armani Origins



Asian Full Fitting with plastic nose pads



Asian Friendly



Asian Full Fitting with metal gooseneck nose pads

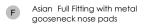




### ICON ARMANI CODE











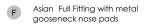




### ICON ARMANI CODE



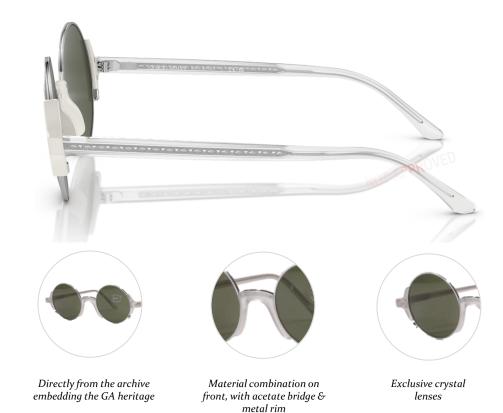












### **TITANIUM** ARMANI CODE



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With its understated luxury, this new Titanium collection redefines iconic Giorgio Armani design with master-crafted Japanese titanium and minimalist details.



Asian Full Fitting with plastic nose pads







Asian Full Fitting with metal gooseneck nose pads



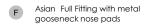


Sustainable

### TITANIUM ARMANI CODE









Universal Fitting







The key features of titanium are the higher resistance and durability as well as the extreme lightness: titanium is indeed 45% lighter than steel, being at the same time equally resistant. Titanium has a non-toxic and nickel-free composition making it perfect for the most delicate skins.





Irregular bridge shape, with thin rim in a contrasting color

Elegant minimalism, with thin hinge & endpiece

Thin & light decorated metal temple with contrasting end-tip

**SRP OPT\*:** 270€ SRP SUN\*: 290€

### NEW INTELLECTUAL HERITAGE VISIONARY LUXURY



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Reinterpreting in a contemporary way iconic signifiers such as the "Botticella" concept for a true intellectual style signed by Giorgio Armani



Asian Full Fitting with plastic nose pads



Asian Friendly

Asian Full Fitting with metal gooseneck nose pads







### NEW INTELLECTUAL HERITAGE VISIONARY LUXURY







Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



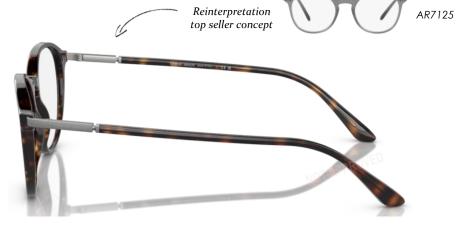
GIORGIO ARMANI

















Thin acetate fronts & adjustable tubular temple tip in striped colors



Key-hole and double bridges, enriched by photochromatic & exclusive lenses on sun

**SRP OPT\*:** 270€ **SRP SUN\*:** 370€

## NEW INTELLECTUAL HERITAGE VISIONARY LUXURY



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Reinterpreting in a contemporary way iconic signifiers such as the "Botticella" concept for a true intellectual style signed by Giorgio Armani



Asian Full Fitting with plastic nose pads



Asian Friendly



Asian Full Fitting with metal gooseneck nose pads





### NEW INTELLECTUAL HERITAGE VISIONARY LUXURY



Asian Full Fitting with plastic nose pads



Asian Friendly

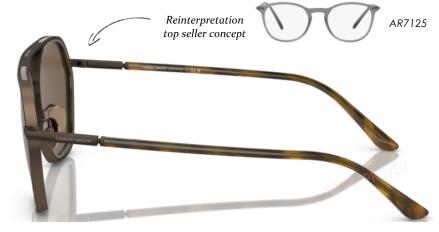


Asian Full Fitting with metal gooseneck nose pads











Squared re-interpretation of the "Botticella" concept, flex hinge & printed Giorgio Armani logo



Exclusive & photochromatic (clear to color & color to color) lenses

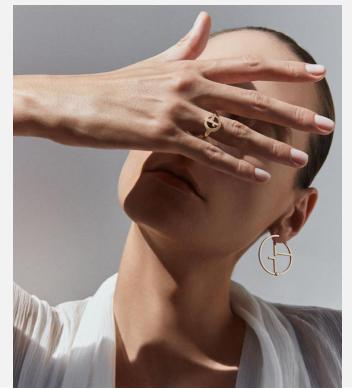


Flat metal bar enriched with acetate rims, revealed thanks to holes on top view.

**SRP OPT\*:** 290 € **SRP SUN\*:** 290€

SRP CHAIN VALUE EDITION\*: 550 €

### JEWELS Visionary Luxury



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AR8180



Modeled in synergy with the jewelry collections, these frames bring luxury and refined details to new heights. The sun model is enriched by an exclusive chain with the Giorgio Armani Signature logo

WOMAN



Asian Full Fitting with plastic nose pads



/ F

Asian Full Fitting with metal gooseneck nose pads



Universal Fitting

Sustainable

### JEWELS Visionary Luxury



Asian Full Fitting with plastic nose pads



Asian Friendly

F

Asian Full Fitting with metal gooseneck nose pads



Universal Fitting



GIORGIO ARMANI





AR8180



JEWERLY CHAIN





**AR7238** Size 50/52





Metal detail inspired by jewelry collection with GA medallion logo



3D and multifaceted temple, continuing the jewelry geometries



Exclusive red & blue Havana acetates

**SRP OPT\*:** 230€ **SRP SUN\*:** 230€

### THIN HINGE VISIONARY LUXURY



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Framing the effortless look of contemporary minimalism, Giorgio Armani's design embraces iconic minimalism and subtle grace



Asian Full Fitting with plastic nose pads



Asian Full Fitting with metal gooseneck nose pads





Sustainable

### THIN HINGE



Asian Full Fitting with plastic nose pads



Asian Friendly



Asian Full Fitting with metal gooseneck nose pads



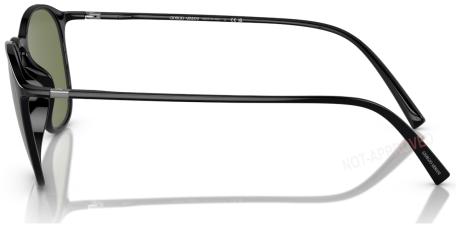
Universal Fitting



GIORGIO ARMANI









Extreme lightness (less than 20gr of weight) thanks to the thin hinge. Printed Giorgio Armani logo on the temple tip.



Exclusive & photochromatic (clear to color & color to color) lenses



Passepartout black options, together with transparent blu, grey & brown





0AR7244U

0AR5134

### GIORGIO ARMANI THANK YOU!

