



GIORGIO ARMANI

EMPORIO  ARMANI

A | X

ARMANI EXCHANGE

■ TIMELINE

■ ARMANI'S WORLD

■ BRAND PORTFOLIO

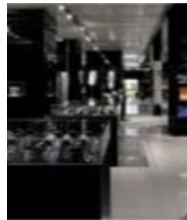
GIORGIO ARMANI COMPANY

TIMELINE



Giorgio Armani® S.p.A. is founded.

1975



The first Giorgio Armani boutique opens in Milan.

1982



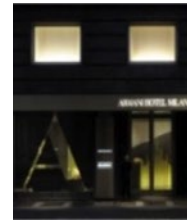
The first A/X Armani Exchange store opens in New York.

1991



Armani/Manzoni 31 opens in Milan. The Guggenheim Museum of New York dedicates an exhibition to the first 25 years.

2000



The second Armani hotel (after Dubai) opens in Milan.

2011



Celebration of 40 years of career with the opening of the new Armani/Silos exhibition space.

2015



Giorgio Armani invited to Barack Obama's last State dinner at the White House to represent Italy.

2016

1981

Emporio Armani is founded.



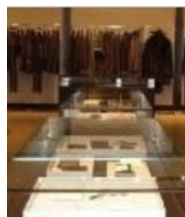
1988

First partnership between Giorgio Armani and Luxottica.



1997

The first Giorgio Armani boutique opens in Rome.



2004

EA7 is founded.



2013

Renewed Partnership between Giorgio Armani and Luxottica



2015

Mr. Armani nominated Special Ambassador for Italian Fashion at the Expo.



2017

Inauguration during Milan Design week of the largest Armani Casa store in Milan

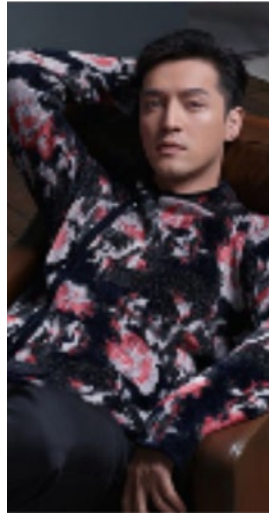


GIORGIO ARMANI WORLD

THE WIDEST PORTFOLIO



Giorgio Armani



Emporio Armani



A|X



Armani Privè



EA7



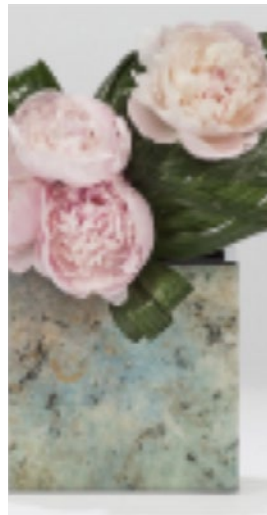
Armani Jr



Armani Caffè



Armani Dolci



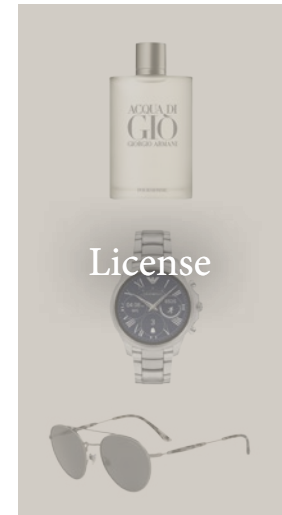
Armani Fiori



Armani Hotel



Armani Casa



Beauty, Watches, Eyewear

EYEWEAR BRAND PORTFOLIO

MISSION AND BUSINESS RELEVANCE

GIORGIO ARMANI



Hero **Luxury brand**
on the Man's Optical segment exploiting
also the woman offer on sun

EMPORIO  ARMANI



The global leading **Premium Fashion**
brand focusing on Man,
for Optical and Sun

A | X

ARMANI EXCHANGE



The **Man Fast Fashion** brand,
to complete the entry price offer

A complex brand portfolio covering 3 different segments (Luxury, Premium Fashion and Fast Fashion)

All brands focusing on Man

EA captain of sales, AR value position driver and AX exploiting the highest sales potential



TIMELINE

ARMANI'S WORLD

BRAND PORTFOLIO



EYEWEAR BRAND PORTFOLIO

COLLECTION PILLARS



GIORGIO ARMANI



Made in Italy



Panthos shape



Rhomboidal rivets



Elegant details

EMPORIO ARMANI



Smart and tactical evolution of the iconic eagle logo



New proposals with commercial pop color details and execution



Playing with innovative materials, creating a contemporary and sportive look



Sophisticated re-interpretation of eyewear trends

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ARMANI EXCHANGE



Bold execution of A|X and plain Armani Exchange script logos



Use of easy-to-wear materials: nylon fiber and metal



Color explosion: seasonal color palette and color details





GIORGIO ARMANI



BRAND PORTFOLIO

GIORGIO ARMANI

EMPORIO ARMANI

ARMANI EXCHANGE



BRAND ARCHITECTURE

BRAND STATEMENT & TARGET

Rigorous elegance on minimal and refined styles, care for details and vintage flavor, with a timeless and consistent sense of style. Classic and vintage lovers, who look for qualitative materials and care for details and recognize the made in Italy and unique design of Giorgio Armani. **Age Range: 35 +**

HERITAGE

Heritage feeling with superlative finishing and iconic details



AR7004

Constant heritage feeling with superlative finishing of the iconic details. Restating of the preposition to start a new brand era.

40% - MAN ONLY

CONTEMPORARY

Contemporary styles with an elegant taste



AR7122

Reinvention of the classic style with the addition of a more contemporary twist that goes beyond seasonal fashion.

25% - MAN ONLY

SOPHISTICATED

Elevated styles for the sophisticated Giorgio Armani woman



AR6051

Search for elevated styles dedicated to the new sophisticated woman with unexpected construction and refined materials.

35% - WOMAN ONLY

BRAND ARCHITECTURE

HERITAGE

PRODUCT DETAILS



ICONIC PATTERN



VINTAGE SHAPES



RHOMBOID RIVETS



REFINED ACETATES



PATENTED HINGE



ELEGANT DETAILS

BEST SELLING STYLES



AR7074



AR7004



AR5070J



AR7040



AR6068



AR8093

CONTEMPORARY

PRODUCT DETAILS



CLASSIC DETAILS



WIDER SHAPE OFFER



MODERN COLORS



UNEXPECTED MATERIALS



LIGHT & THIN



SPORT LUXURY

BEST SELLING STYLES



AR7122



AR7112



AR5072



AR7042



AR8088



AR6060

SOPHISTICATED

PRODUCT DETAILS



ICONIC BRAND IDENTITY



INNOVATIVE CONSTRUCTIONS



METAL & PLASTIC COMBO



CUTTING EDGE SHAPES



UNEXPECTED DETAILS

BEST SELLING STYLES



AR5074



AR5078



AR6051



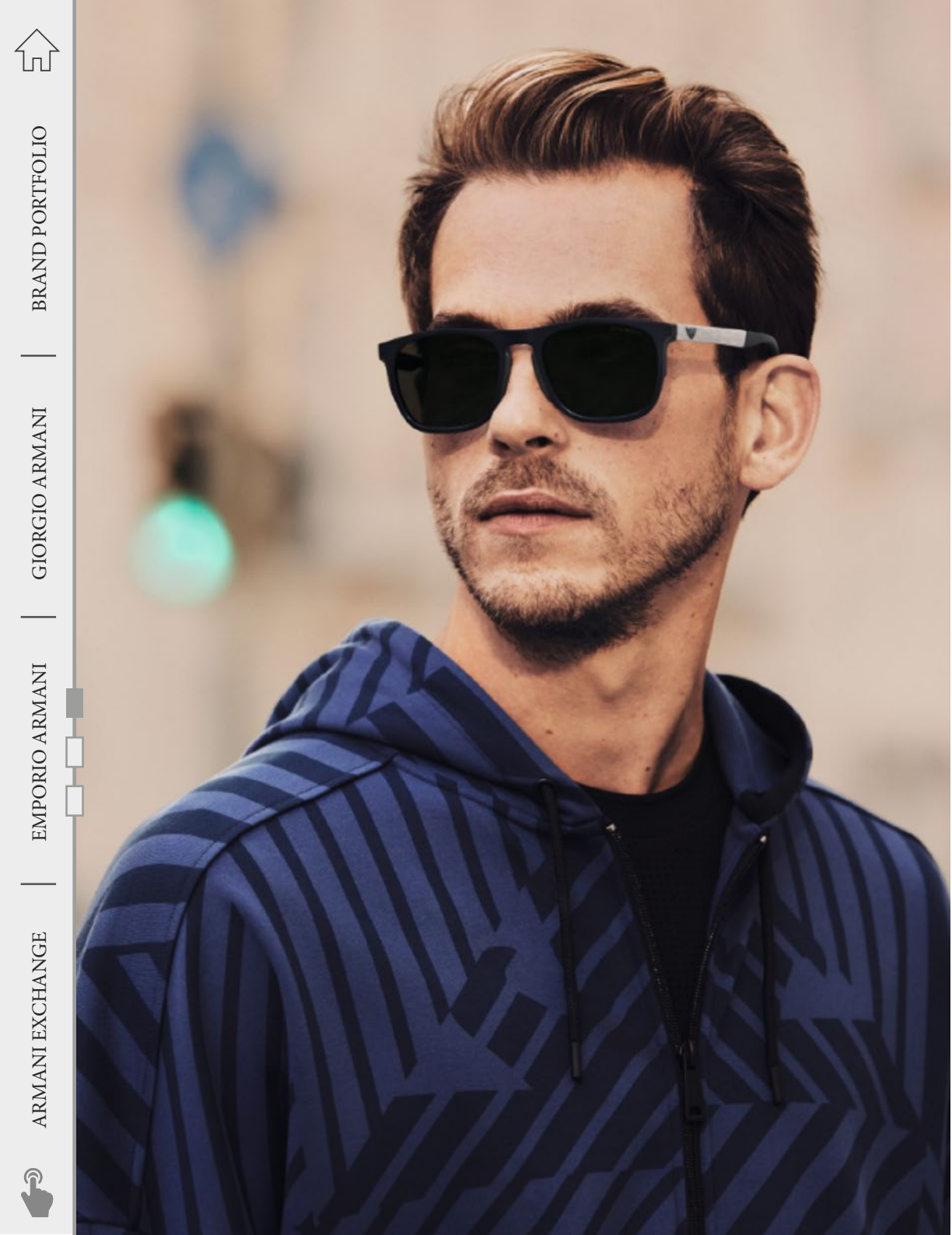
AR6073



AR6052



AR6069



EMPORIO  ARMANI



ARMANI EXCHANGE

EMPORIO ARMANI

GIORGIO ARMANI

BRAND PORTFOLIO



BRAND ARCHITECTURE

BRAND STATEMENT & TARGET

The cool and fresh interpretation of the Armani world, that revisits the Armani DNA with trendy colorful designs and contemporary lines and materials. Fashionista, always looking for new trends on shapes, materials and colors. **Age Range: 20 – 35 y.o.**



EA2056

TREND
20%

Styles born from fashion and seasonal inspiration



Modern and contemporary styles with pop accents

MODERN
40%



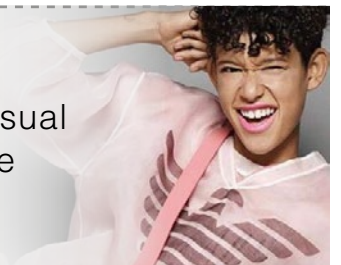
EA1041



A3

ESSENTIAL LEISURE
40%

Basic casual leisure



35% WOMAN

65% MAN

BRAND ARCHITECTURE

ESSENTIAL

PRODUCT DETAILS



SMART COLOR DETAILS



UNEXPECTED USE OF EAGLE LOGO



EASY TO WEAR SHAPES

BEST SELLING STYLES



EA3098



EA3120



EA1027



EA3099



EA4029



EA4086

MODERN

PRODUCT DETAILS



SPORTIVE STYLES INVOLVING THE USE OF RUBBER



CONTEMPORARY STYLES COMBINING MATERIALS



INNOVATIVE AND UNEXPECTED MATERIALS

BEST SELLING STYLES



EA1041



EA3038



EA3112



EA1052



EA4033



EA4109

TREND

PRODUCT DETAILS



INNOVATIVE TREATMENTS



CUTTING EDGE CONSTRUCTIONS



FASHION FORWARD

BEST SELLING STYLES



EA1066



EA1076



EA2041



EA2044



EA2053



EA2056



BRAND PORTFOLIO

GIORGIO ARMANI

EMPORIO ARMANI

ARMANI EXCHANGE



A | X

ARMANI EXCHANGE

BRAND ARCHITECTURE

BRAND STATEMENT & TARGET

The bold and urban brand that captures the Armani heritage through a modern sensibility.
Casual and urban generation who embodies a refreshing and unexpected infusion of Italian. **Age Range: 18 – 25.**



BRAND PORTFOLIO

GIORGIO ARMANI

EMPORIO ARMANI

ARMANI EXCHANGE



BRAND ARCHITECTURE

FOREVER YOUNG

Metropolitan audience looking for wearable and trendy shapes

URBAN ATTITUDE

Urban styles with hardware work and/or prominent logo

PRODUCT DETAILS



Bold execution of A|X and plain Armani Exchange script logos



Use of easy-to-wear materials: nylon fiber and metal



Color explosion: seasonal color palette and color details

BEST SELLING STYLES



AX1017



AX3007



AX1014



AX2012S



AX4058S



AX2002