

GIORGIO ARMANI

GIORGIO ARMANI LAUNCHES *FRAMES OF LIFE* WEBSITE AND VIDEO

Following the print campaign, out of a personal and intimate vision came **Giorgioarmani-framesoflife.com**, an interactive online project which enables the user to experience the suggestions and atmospheres of the advertising campaign, personalising them according to one's point of view. The user can choose to "become a director" or "become a photographer" creating a personalised video or an exclusive photo album, allowing you to experience life online that can then be shared through social media platforms.

Giorgioarmani-framesoflife.com also permits users to discover and live the new eyewear collection, every time in a different way, thereby transforming web navigation into a truly unique moment.

This project is inspired by the Giorgio Armani archive eyewear collections. These are more than just reproductions of original models that rediscover the artisan quality of those collections and evoke the spirit of the traditional production methods used to make eyewear in the past. The initiative is also a strategic one, for which the main production lines, typical of those years, have been started up again. The result is a collection of eyewear that maintains a strong identity linked to how it is manufactured. At the time these were modern pieces, and now in a modern way we have rediscovered our roots. These are objects with a refined design, which accompany us in every moment of our lives.

"Frames of life" for her

Pure oval (GA 789) – A new edition of the classic, round optical frames that are strongly inspired by the '20s. Temples are characterised by a light tubular plastic decorative trim and a piston hinge. They are available in shades of black/ruthenium, glossy brown/brown and Havana/matt silver.

"Frames of life" for him

Intellectual chic (GA 828) – A round shape that reflects the elegant taste of the '40s. The acetate front features a metal nose-piece fixed with rivets, and the flex temples are decorated with a thin tubular plastic trim. The colours range from shades of light Havana with palladium temples, to black with palladium temples, Havana with brown temples, reddish Havana with dark ruthenium temples and striped grey with palladium temples.

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