

GIORGIO ARMANI

GIORGIO ARMANI PRESENTS THE NEW ADVERTISING CAMPAIGN: FRAMES OF LIFE SS12

Following the first launch of the “*Frames of Life*” campaign in 2010, and the itinerant project, *Frames of Your Life*, Giorgio Armani’s sunglass collection is now the focus of a summer journey that captures genuine moments of pure relaxation.

Shot in sophisticated black and white by photographer Serge Guerand, the new advertising campaign, *Frames of Life* – Spring/Summer 2012 speaks of vacations, of an intimate and pleasant atmosphere uniquely set in and around *Saint Tropez*.

The photographs are powerfully suggestive and hark back to a cinematic iconography, which has become part of the collective imagination, while maintaining the immediacy and directness of a travel journal. Each shot conveys a state of mind and slice of life and the sunglasses, true icons of the Armani style naturally become integral to the tableau.

The sunglasses collection has been expertly crafted and designed to accompany every instant of simple, every day life. These purely shaped objects are about timeless modernity, and hold a sense of tradition in them and the feeling that they become one with their owners: they are not merely accessories but the expression of the self of each individual who wears them.

The campaign will be online from May at armani.com/framesoflife, the site that has been devoted to the new campaign and conceived as a journal where images and portions of Armani’s official video are revealed in chronological order. Visitors can follow a day in the life of the campaign models, moment by moment. The stills will come with brief captions, describing the vibrant and perfect settings of the pictures thus becoming a spontaneous and honest diary shared with the public. A collection of timeless photographs, which captures the essence of the *Frames of Life* campaign.

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