

GIORGIO ARMANI

THE NEW FRAMES OF LIFE CAMPAIGN

DIFFERENT EYES, DIFFERENT LIVES

The moment before a ballet dancer enters the stage, tasting a new recipe, the search for the perfect wave, the last few moments before a competition or waiting behind a camera to capture the moment of a lifetime.

Suspense, which comes before important moments of great emotional intensity and heightened concentration, unites the stories of the five new stars featured in the Giorgio Armani Frames of Life 2016 campaign. Different looks, but real lives retold in all their uniqueness, framed by iconic Giorgio Armani glasses.

The experiences of the new characters are seemingly very distant, not only geographically, but also when it comes to interests and lifestyles, yet they are linked by their enormous passion for their professions.

Damiano is a young Italian ballet star with commitment and discipline, who is preparing for a theatrical performance by looking for inspiration in the Venetian streets. Mimi is a talented food blogger of Asian descent who opens the doors of her kitchen in the wonderful rural countryside of Medoc in France. Caner, a true free spirit, searches for inspiration in every angle of his city, Istanbul, demonstrating his talent with industrial design creations and looking for perfect equilibrium in yoga. Nicole is the charming Miss Rodeo Oregon who takes us inside her ranch with a completely feminine vision. Finally, Richard is an Austrian film director with a passion for nature and adventure, whose backpack is always ready for him to go in search of beautiful places and the perfect shot.

In all these stories, glasses in the Frames of Life collection prove to be inseparable companions, elements through which you can see the world with your own eyes and experience moments of real lives in all their emotion.

The Frames of Life collection is a perfect embodiment of Giorgio Armani style, representing the essence of the brand, reinterpreted and constructed with impeccable craftsmanship and uncompromising quality. The unique design features clean lines and extremely fine details with a sophisticated retro look, restyled in a contemporary way through the use of cutting-edge technology.

Further details and video content, including backstage footage and interviews, will be available on www.framesoflife.com from April 2016.

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AR 8076

These boxy, masculine sunglasses stand out for the rounded design of the metal detail engraved on the temple, a new feature that embellishes and defines a part of the collection, which is about to become a true must-have. Unique for its wearability and comfort, this detail highlights the essential balance between form, functionality and sublime elegance. The distinctive rivets on the temple tip make the brand immediately recognizable. The high-quality acetate frame front has a classic, timeless shape. Available in striped green and striped brown.



AR 8075

This feminine model features the new engraved metal decoration on the temple. The lightweight acetate frame front has a rounded, classic shape, reinterpreted in a modern style with metal rims in relief along the sides. Available in the original colours of Havana and striped green.



AR 5059

The optical frame front of this style is an original, contemporary interpretation of the traditional half-rim frame. The tubular metal rim occupies an unusual position on the lower part of the frame front. The model, which comes straight from the Giorgio Armani Men's fashion show, perfectly conveys the brand's classic, yet modern style. Available in bronze and gold colours.

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AR 8072 - AR 7096

This model, available as both sunglasses and eyeglasses, expresses the brand's heritage. The frame front is rounded in both versions and the exclusive acetate temples are curved and elegant, a perfect combination of retro sophistication and extraordinary comfort. The unmistakable Giorgio Armani logo is engraved on the temples with innovative sonotrode technology that uses ultrasonic vibrations to achieve a precise, clean finish. The sunglasses feature a metal convex double bridge which ensures stability without adding weight to the design. The sunglasses are available in black and striped Havana, while the eyeglasses come in speckled Havana and striped Havana.



AR 6038

This iconic, metal panto-shaped model has a retro design with a double bridge. The new, exclusive screwless hinges guarantee lightness and flexibility through a combination of research, technology and design. The logo detail, laser-engraved on the outside of the temples, and the iconic rhomboid rivet identify the style of the Frames of Life line. Available in a special rose gold colour and in classic gunmetal.



AR 8084 - AR 7115

These eyeglasses are ultralight thanks to their nylon structure and the invisible, patented hinge integrated in the frame front. The Giorgio Armani logo is printed on the temples, while the Frames of Life logo is displayed on the inside of the left temple. The sunglasses have a distinctly classical boxy shape, while the eyeglasses have a contrasting injection-moulded upper part and a very fine metal lower part and bridge. Both models are available in matte Havana and blue.

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AR 8083 - AR 7116

These sunglasses have a rounded shape, with a metal double bridge that makes them particularly captivating. The temples feature a patented invisible hinge integrated in the nylon frame front. The Giorgio Armani logo is printed on the temples, while the Frames of Life logo is displayed on the inside of the left temple. The eyeglasses have a feminine, slightly cat-eye shape. Both the models are available in matte Havana and black.

AR 7110

These rounded, iconic eyeglasses frames feature metal engraving on the temples, which display the Giorgio Armani logo. These glasses, made from a particularly bright acetate, have a chic and minimalist allure. Available in black and Havana.