

GIORGIO  ARMANI



*“ My philosophy has  
always been to help  
women & men feel  
comfortable &  
confident through  
the clothes they  
wear ”*

*Giorgio Armani*

# The journey begins .....

- July 11, 1934 born in Piacenza, Italy.
- 1974: brought out his first line of men's wear under GA
- 1975: officially launched – Giorgio Armani
- 1979: Establishes Giorgio Armani Corporation USA.
- 1981: Opens the first Emporio Armani store (Milano)
- 1981: Launched Perfume Giorgio Beverly Hills
- 1986: Armani Junior store (Milano)
- 1989: Emporio Armani Express restaurant (London)
- 1991: A/X Armani Exchange store (Soho-New York)
- 2000: Launches Giorgio Armani global web site
- 2010: Opens Armani Hotel (Dubai)



# The journey begins .....

Giorgio Armani S.P.A. is an international Italian fashion house that designs, manufactures, distributes, and retails haute couture, ready-to-wear, leather goods, shoes, watches, jewelry, accessories, eyewear, cosmetics, and home interiors.

The brand markets these products under several, highly-specialized sub-labels.

The Armani name has become synonymous with high-fashion and couture worldwide and is considered one of the most prestigious names in the fashion industry. End of year sales for 2005 were \$1.69 billion



# Product Strategy

- High Class And Luxury
- Highest Quality Luxury Goods
- Exclusive Design & Style



# Product Strategy



# Product Lines

- fashion accessories
- fashion apparel
- underwear
- swimwear
- bodywear
- cosmetics
- fragrances
- home interiors
- jewellery
- eyewear
- mobile



# Brand Strategy

*“Fashion should evolve rather than change drastically from year to year”*



- Unique and Personality based
- Maintains the aura of a real luxury brand
- Reflect the personality of their creator



# Brand Strategy

Giorgio Armani with its iconic popularity amongst the elite of the society and the fashion literate segment of the market has ventured into different product lines, different segments, and ever different markets by extending the brand. Today the Armani brand architecture encompasses one corporate brand and many sub-brands, each catering to different sets of target customers and at different price levels.



# Brand Names

- Giorgio Armani
- Armani Collezioni
- Emporio Armani
- AJ | Armani Jeans
- A/X Armani Exchange
- Armani Junior
- Armani Casa
- Armani Libri
- Armani Fiori
- Armani Dolci

ARMANI  
JUNIOR



ARMANI JEANS

A | X  
ARMANI EXCHANGE



“The brand image is very powerful”

# Marketing Strategy

- Giorgio Armani is producing high class and luxury Products
- Warm and Celebrity like treatment
- 300 Owned stores in 36 countries
- Giorgio Armani Sells its products online
- Giorgio Armani is the symbol of luxury goods and VIP lifestyle.
- Most of the time, Hollywood actors and actresses are found wearing Giorgio Armani



# What Does Armani Say

Do not mask yourself following trends which do not belong you

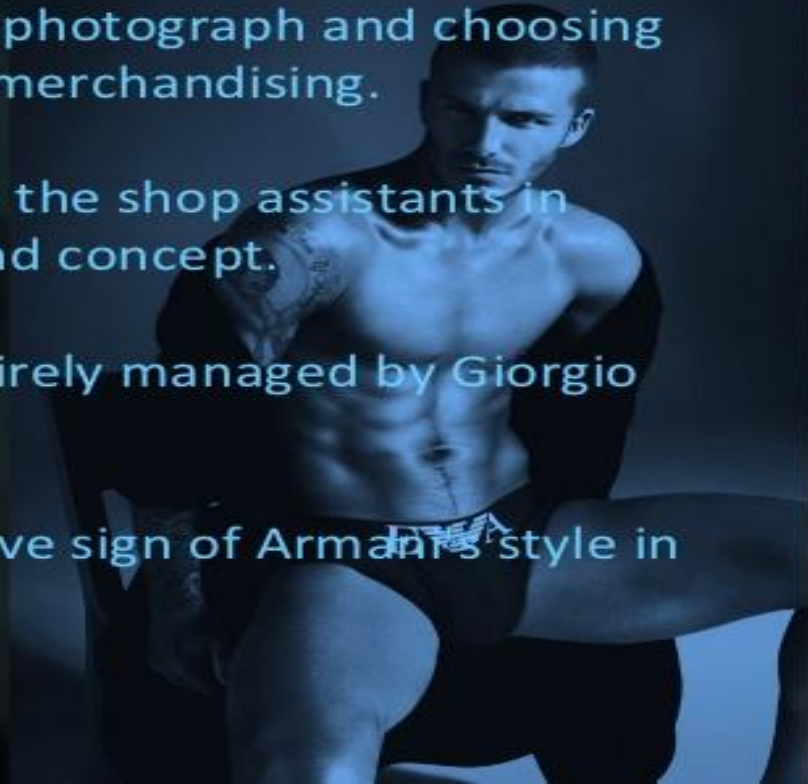
Be yourself in a fine manner

Find your own style



# Communication Strategy

- Armani controls in a very careful way communication campaigns, leaving very little room to photograph and choosing himself models, locations, colors and merchandising.
- Uses to spend a lot of time talking to the shop assistants in Milan to transfer them the entire brand concept.
- The corporate communication is entirely managed by Giorgio Armani.
- One can easily recognize the distinctive sign of Armani's style in its communication.



# Online Communication



Company website [www.giorgioarmani.com](http://www.giorgioarmani.com)



ARMANI  
code  
the secret code of women

GIORGIO ARMANI



# Thank You



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