

Giorgio Armani Blog

Programme: BA Business Management

Module: Marketing Fundamentals

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Lecturer: Tushara Balendran

Student: Alexandru Ion Dinu

Student ID: 2234418



History

Giorgio Armani,

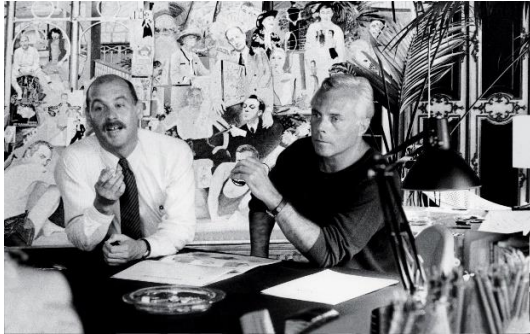
(born July 11, 1934, Piacenza, Italy), Italian fashion designer ,whose signature style of relaxed, luxurious ready-to-wear and elegant, intricately beaded evening wear helped introduce ease and streamlined modernity to late 20th-century dressing.

The son of a shipping manager, Armani intended to become a doctor but left medical school to pursue a career in fashion. In 1975, with the help of his friend and business partner Sergio Galeotti, Armani launched his own label of ready-to-wear for men and women.

Armani's reputation grew as a result of the popular film *American Gigolo* (1980), in which actor Richard Gere was featured as the dashing owner of a closetful of tailored Armani clothing. The public developed an increasingly greedy demand for his minimalist style, and many Hollywood leading ladies became torchbearers for the Armani look at the Academy Awards ceremonies.

Armani's influence on the fashion industry has been significant, with his timeless designs and attention to detail earning him the nickname of "the king of clean." He has dressed countless celebrities and public figures, including Michelle Obama, Lady Gaga, and David Beckham.

In addition to his fashion business, Armani is also involved in various philanthropic efforts, including AIDS research and environmental conservation. Today, at age 87, he remains one of the most prominent figures in the fashion world, with his company boasting a worldwide revenue of over \$2 billion.



<https://ddf95m9s3iunr.cloudfront.net/wp-content/uploads/2023/03/Giorgio-Armani-Prive%CC%81-spring-summer-2023-fashion-show-reduced-environmental-impact.jpg>

Armani Vision

Giorgio Armani developed a look that has been remarkably consistent over the years as it has explored endless iterations and opportunities. The Armani style is a way of being and presenting oneself that incorporates clothing and accessories, but also gestures, ways of being, behaviours, and attitudes; a

style that transcends the sum of its parts and goes far beyond what one wears. The Armani style expresses a precise vision down to the smallest detail.

Market Segmentation:



Giorgio Armani, a leading luxury fashion brand, segments its market based on various factors such as geographical, demographic, psychographic and behavioral. According to the company website, Armani creates its products keeping in mind the lifestyle of its target audience.

Targeting:

Armani targets customers who value exclusivity, quality, and sophistication. The brand caters to high-income individuals and celebrities, who are willing to pay a premium price for luxury products. The company's targeting strategies include events, brand partnerships, targeted advertisements, and social media, which helps in building relationships with its target audience.



According to Vogue Business (2023), Armani Beauty target GEN Z with new cast of ambassadors.



Positioning:

The positioning strategy of Giorgio Armani centres around the brand's core values, which include the creation of innovative and high-quality fashion products. The products of the company are positioned as luxury fashion items with an emphasis on quality, style, and design. Armani's use of high-quality materials, one-of-a-kind designs, and functional products has helped it to establish itself as a top luxury fashion brand.

Brand Name	Positioning
Giorgio Armani	The main line – couture equivalent
Armani Collezioni	Diffusion line of fine-tailoring, sportswear, outerwear and accessories for professionals
Emporio Armani	Young and modern diffusion line for younger customers
AJ/Armani Jeans	Youth line – with a focus on technology and ecology
A/X Armani Exchange	Entry level brand – fast fashion for denim and urban fashion
Armani Casa	Furniture and home accessories ranges

<https://www.semanticscholar.org/paper/The-Anatomy-of-an-International-Fashion-Retailer->



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.tasteinhotels.com%2Fhotels%2Farmani-hotel-dubai-burj-khalifa&psig=>

Marketing Strategy

According to MBA Skool report (2019), The Giorgio Armani marketing strategy assists the brand and business in establishing a competitive place in the market and in achieving its goals and objectives.

Product Strategy

Giorgio Armani is an Italian-based premium clothing brand that has become a symbol of high status and elegance, attracting customers from various fields such as films, politics, and business. The brand's emphasis on unique and high-quality products meets the needs of those who want to be at the centre of attention. Each product is designed with respect to the customer's specifications, catering to their expectations. Giorgio Armani's marketing mix includes a wide range of premium products, from clothing to accessories and perfumes for both men and women. The brand's uniqueness sets it apart from competitors, making it a market leader.



Price Strategy

Armani believes that premium quality products require a premium price. The brand has positioned itself as high class and attracts high-profile individuals who are willing to pay for its ultra-premium products. Despite launching other similar premium brands, the sale of Giorgio Armani clothing remains strong. The brand also offers a more affordable line for those who want a taste of luxury but cannot afford the premium prices.



UK	£100
USA	\$130
Australia	\$205

UK	£150
USA	\$150
Australia	\$200



Armani Si Eau De Parfum 100ml.

Emporio Armani Man's Watch

Distribution Strategy

Giorgio Armani offers exclusive clothes for wealthy clients and can be found globally, but its availability is limited to select channels such as Armani Boutiques, high-end stores, and specialty stores. Armani has incorporated new technologies to improve the shopping experience for customers who value both the product and shopping environment.

As a direct and indirect distribution channel, the Armani group has a retail chain of sixty Giorgio Armani boutiques, 11 Collezioni, 120 Emporio Armani, and 94 A/X Armani exchanges. It also has 13 Armani Junior 1, Giorgio Armani Accessori and 16 Armani casa spread across 37 countries, plus the official online retail shop.



<https://www.gettyimages.fi/photos/5th-avenue-armani-store>



<https://www.buro247.my/fashion/style/armani-kl-pavilion-malaysia.html>

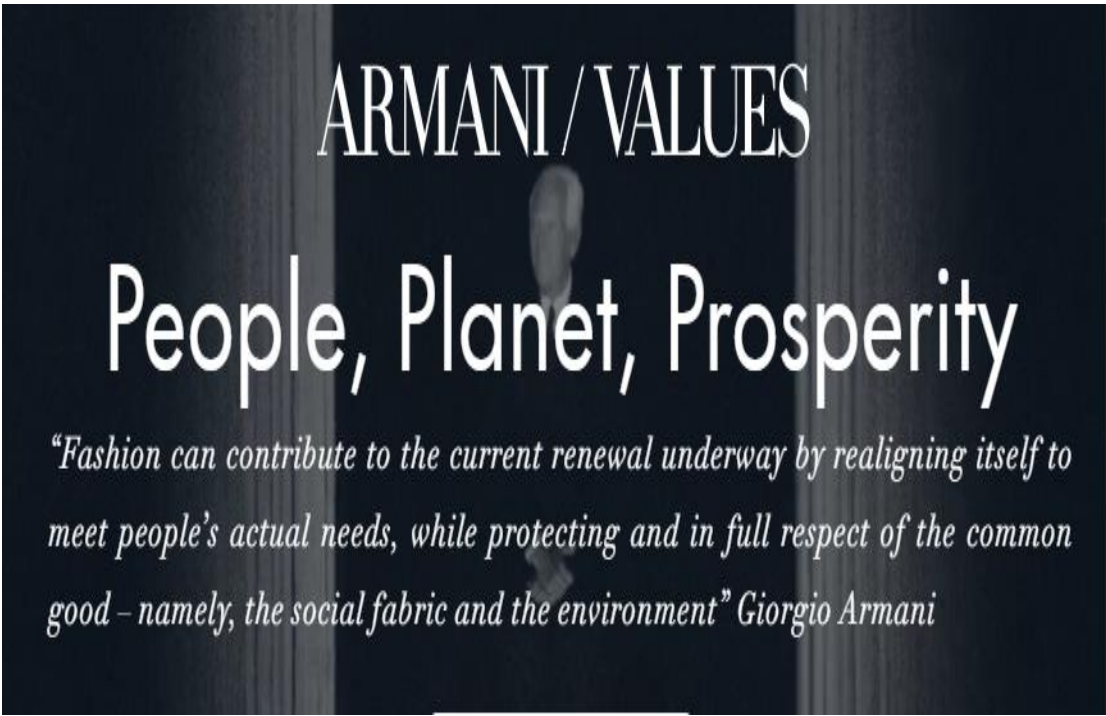


Promotion Strategy

Giorgio Armani is a high-end fashion brand that designs apparel for prestigious events like the Academy Award gala and Cannes Film Festival. Their suits and dresses are worn by Hollywood celebrities and match their level of charisma. The brand also hosts events and runway shows to showcase their product line, completing their marketing mix.

Overall, Armani uses a combination of discounts and sales, gift with purchase, loyalty programs, limited edition collections, and influencer collaborations to promote its brand and products to its target audience





ARMANI / VALUES

People, Planet, Prosperity

“Fashion can contribute to the current renewal underway by realigning itself to meet people’s actual needs, while protecting and in full respect of the common good – namely, the social fabric and the environment” Giorgio Armani

Reference:

FashionUnited (2022) *Giorgio Armani's segmentation and targeting strategies*, Available at: <https://fashionunited.com/news/fashion/exclusive-market-study-giorgio-armani-focuses-on-nurturing-relationships-with-customers/2017022718654> (Accessed: 31 March 2023).

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