



*ARMANI
COMPANY (GIORGIO
ARMANI)*



WHO IS EMPORIO ARMANI?



- is an Italian luxury fashion house founded by Giorgio Armani which designs, manufactures, distributes and retails haute couture, ready-to-wear , leather goods, shoes, watches, jewelry, accessories, eyewear, cosmetics and home interiors. It is considered Italy's second-biggest fashion group behind Prada.
- Armani and his partner, architect Sergio Galeotti, founded Giorgio Armani SpA in 1975, reportedly on money from the sale of Armani's Volkswagen
- he company signed a license with Gruppo Finanziario Tessile (GFT) in 1978. It partnered with L'Oreal on a licensing agreement for the production and distribution of fragrances, cosmetics and beauty products (1980) and with Luxottica or eyewear (1988). Armani also entered into a manufacturing and distribution license with Simint in 1991 when the company launched A | X Armani Exchange. By 1993, the Armani name was represented by 23 licensees and two large joint ventures in Japan.

- By the 1990s, the company's strategy was to cancel licenses and take production in-house in a bid to exert more control over quality and distribution. Manufacturing arrangements later brought back in-house include the acquisition of Antinea (1990), Simint (1996) and Intai (1998). In 2000, after buying factories from GFT, Armani formed a joint venture with Zegna for the production and distribution of the Collezioni men's collection. Armani also increased to 85 percent its share in the joint venture in Japan with Itochu.
- Also in the early 2000s, Armani opened five megastores designed by Massimiliano and Dorian Fuksas, starting with the opening of the Armani/Manzoni store in Milan in 2000, which carries all of the company's brands. Other such venues are in Hong Kong (Armani/Chater House, opened in 2002), Munich (Armani/Fünf Höfe, opened in 2003), Tokyo (Armani/Ginza Tower, opened in 2007) and New York (Armani/Fifth Avenue, opened in 2009).



The advantages

- Differentiation in terms of value to the customer. As opposed to marketing the brand in an undifferentiated manner, Armani is able to focus on emotional, social, and functional values depending on specific customer types. This is enabling the brand to build tailored and specific communication strategies that go to the core of what the customer is looking for.
- Opportunity to navigate multiple markets. As a result of a differentiated value proposition and distribution strategy, the brand gets to compete profitably in multiple markets, as each customer is set on a unique customer journey, based on the specific collection he\she is willing to purchase.
- More efficient distribution strategy. Because of the highly differentiated collection portfolio, each collection is sold through a specific distribution strategy. Because of this, the brand is able to invest more efficiently in the retail typology that better fits the collection to maximize returns on the development of new brand touchpoints.



BUILDING THE BRAND

- After his success designing for many highly-acclaimed fashion companies, Armani decided to create his own fashion company to keep his unique designs under his own name. His designs stood out from those of other artists due to his subtle color choices and high-end fabrics, which provided customers with luxurious feeling clothing. His apparel quickly gained popularity all around Europe, but his success had not yet to hit in the United States.
- Armani designed apparel for actors in *American Gigolo*, *The Untouchables*, and *Miami Vice*. With actors like Richard Gere wearing his apparel in movies, Armani's popularity soared internationally, making his designs a sparkling sensation. Many actors, including John Travolta and Jodie Foster, wore his designs on the red carpet, giving him even more exposure.
- While Armani did not go to a fashion school or have much experience in fashion during his earlier stages, he managed to create his path to success through his patience and critical thinking. His strategies involved networking with numerous fashion companies and brainstorming transformative fashion ideas to make him stand out in the industry. His strategy on creating timeless pieces involved utilizing neutral color palettes on high-end Italian fabrics. For emerging designers hoping to become the next Armani, it is possible without an extensive amount of formal training.

FASHION BRAND

- **The signature Giorgio Armani line:** This is the main collection of very good class classic apparel that consists of the signature Armani suits, Oscar gowns and so on, which are of the ultra-premium price points and essentially targeting consumers in the 35 and 50 year old age group.
- **Emporio Armani:** Targeted especially at the young professional segment in the 25. to 35 year old age group, the Emporio Armani brand provides fashionable and contemporary designs that are relevant to the target customers.
- **EA7:** The EA7 line was inspired by Ukrainian footballer Andriy Shevchenko, who at the time played for A.C. Milan and wore the number 7 jersey. It was created for everyone who loves exceptional style and wants to maximize their experience from sporting activity. This fashion label caters to a wide range of sport including running, fitness, golf and winter sports.
- **A/X Armani Exchange:** This is the licensed brand of chain of retail outlets of Armani fashion house. This serves as the ultimate testimony to the power of the brand. By providing the entire range of its apparels and accessories, Armani Exchange provides customers with the complete feel of the luxurious fashion of Giorgio Armani. A/X Armani Exchange offers casual fashion of a good quality – which is exactly what the mass market of consumers desire.
- In 2019, the Armani Group completed its 3-year streamlining transformation and has discontinued the following lines:

CONCLUSION

- Giorgio Armani, the brand, has grown by leaps and bounds over the years; however, Giorgio Armani, the founder of the iconic fashion brand, has faced some criticism in the last few years. The Italian designer, last year, was criticized for comparing certain types of fashion trends to rape. In an interview, the 86-year-old said: *“I think it’s time for me to say what I think. Women keep getting raped by designers, by us.”*
- *“If a lady walks on the street and sees an ad with a woman (with clothes that reveal too much) in plain sight and she wants to be like that too, that’s a way of raping her.”*
- The legendary fashion designer was criticized for using the word “rape” lightly for the fashion trends he did not like.
- In the ever-changing world of fashion, Giorgio Armani stands tall. From the legendary brand logo design to the breathtaking fashion line, the brand has many more seasons ahead of it.

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