

GIORGIO ARMANI

EA 30th Anniversary
create your own eyewear @ www.emporioarmani30.com

1981-2011: Emporio Armani is celebrating 30 years in fashion.

The innovative individual line, always one step ahead of the times celebrates its anniversary with an eyewear collection. For this anniversary capsule, the shapes that have made the brand famous are revisited with a coloured, ironic and pop twist.

The two models that make up the collection, an ultra-flat teardrop shielded model for him and an oversized rounded model for her, are available in stores in a diverse array of colours. Enclosed in a special transparent case, they feature the '30th Emporio Armani' logo on the lenses and the metal signature eagle on the temple.

From October 25th, the glasses can also be personalised and purchased online in a dedicated interactive area at the www.emporioarmani30.com website.

The special site will offer a fun web experience in which visitors can create their own pair of glasses by choosing individual mixes of temples, lenses and logos using the Sunglasses Creator.

Only 1030 models will be available, tracked on the webpage by a relentless countdown to the last pair.

The web users who send in a photo of themselves wearing their own creation will ultimately star in a digital work of art. The 1030 different faces will become exclusive portraits forming an extraordinarily vibrant and colourful mosaic.

More information at:

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