



Style Repertoire: (clockwise) Chair from Armani/Casa; the master at work at his studio; Armani Hotel Milano, set to open in 2010; Armani and Samsung's first collaboration, P520

## A Dynamic Duo

Since their strategic alliance in 2007, Samsung Electronics and Giorgio Armani together have pushed the limits of modern technology design. Here's a look back at the trendsetting Samsung by Giorgio Armani series.

### P520 Mobile Phone

Luxury and technology blend seamlessly here as the elegant shell houses cutting-edge performance. This compact, credit card sized beauty features a 2.6-inch QVGA TFT LCD touch screen and a 3-megapixel camera. (December '07)

### Emporio Armani Night Effect Mobile Phone

Perfect for club hoppers with fashionable taste, the Night Effect is a visual gem. The 2.2-inch QVGA AMOLED screen maximizes the user's visual experience, while the sleek body elegantly fits into your hand. (September '08)

### Armani/Samsung LCD Television

The pair brings their act into the home with the jet-black premium LCD TV. Available in 46-inch and 52-inch, the full HD unit flaunts high performance picture quality and innovative functionality. (April '08)



All images courtesy of Giorgio Armani S.p.A.

how we design our home, the hotels we stay in, the car we drive, and the technology we buy," he said. "In fact, we make as much of a personal statement with the mobile phones that we carry or the televisions we have in our living rooms as we do with the shoes and bags we wear or the furnishings we choose to place in our homes. These are all lifestyle decisions, where design and performance are the criteria."

The strength of Armani's clear creative aesthetic makes his company a perfect fit for those hoping to collaborate with a tried-and-true brand at the pinnacle of leadership within the design world. One of his first areas of interest outside of the fashion realm was interior design, which led to the launch of Armani/Casa, a line of furniture and home furnishings. It presented him with a

in 2010. The first Armani Resort will open in Marrakech, Morocco, and other hotels will follow in New York, Shanghai, and London.

Some may think that his ventures outside of fashion are signs of a weakening couture empire. But that's hardly the case. One look at a red carpet event is all it takes to recognize Armani's style prowess. Hollywood's most well-known leading actors and actresses continually don his garments to the world's premier award shows. In recent years, Armani's elegant gowns worn by Alicia Keys and Beyoncé have made headlines, while a common scene has George Clooney and Julia Roberts draped on the designer's arms on the red carpet. Last December, Academy Award-winning actress Cate Blanchett, who has often selected Armani for her red carpet

"Today, fashion has expanded to encompass our way of life, not just how we dress, but how we design our home, the hotels we stay in, the car we drive, and the technology we buy."

way to give the consumer the Armani "ideal for living and dream of the perfect environment: an intimate and sophisticated space in which to relax, unwind, and entertain guests, surrounded by beauty manifested through furniture and objects for the home."

He also established an interior design service based in Milan, London and New York, and is working on projects in Singapore, Moscow, and Rome, which are currently under-wraps. The company's recent projects include the Armani Lounge for the Chelsea Football Club in London.

Armani never seems to stay idle for long, and in 2005 he delved into the hospitality business. He partnered with Emaar Properties to create a series of Armani Hotels & Resorts where he applies his design concepts (and Armani/Casa furnishings) to an international chain of hotels, resorts, and luxury residences scheduled to open in the world's leading cities and tourist destinations. The first hotel will open in the Burj Dubai this year, and will be followed by another in Milan

appearances, wore one of his outfits to accept her star on Hollywood Boulevard's Walk of Fame.

It wouldn't be surprising if Giorgio Armani has moments when he thinks of slowing down, of deciding against a new collaboration opportunity in favor of indulging in luxury at his vacation home off the coast of Sicily. After all, what does the most successful Italian designer have left to prove? And if those thoughts do enter his head, he likely thinks back to his childhood and envisions his mother sewing him clothes out of war remnants, and is driven to succeed yet again. Or maybe something bigger, something that's inherent in the mind and soul of a genius, is what pushes him constantly to bring something fresh to the world of design. "I work according to my intuition as I am a creative person," he said. "Inspiration is something that cannot be categorized as it usually happens when one least expects it." Lucky for us, seems like we're in for more surprises.