

Giorgio Armani Celebrates 50 Years With Armani/Archivio Launch at Venice Film Festival

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? Giorgio Armani Launches Armani/Archivio Digital Platform at the Venice Film Festival

Italian fashion legend **Giorgio Armani** is celebrating an extraordinary milestone — **50 years of timeless style** — with the launch of **Armani/Archivio**, a cutting-edge digital platform dedicated to preserving and showcasing the house's rich heritage.

The debut was marked with a **glamorous celebration on 30 August** during the **Venice International Film Festival**. The evening featured an exclusive **invitation-only dinner benefiting UNICEF**, followed by a party for 500 guests at Venice's historic Tesa 113 in the Arsenale. Armani will make a significant donation to UNICEF's *Global Humanitarian Thematic Fund*, reinforcing the brand's commitment to global solidarity.

? A Living Digital Archive

Accessible from **30 August** at <u>archivio.armani.com</u>, Armani/Archivio unites thousands of documented looks from Giorgio Armani's **women's and men's collections**.

- For employees: Full access to the complete archive.
- For the public: An initial curated selection of 57 iconic looks.

The platform aims to serve as a **cultural dictionary**, narrating five decades of **creativity**, **evolution**, **and timeless design**. Carefully preserved garments are being revisited and re-presented to **inspire new generations of fashion enthusiasts**.

? Global Celebrations & Exclusive Drops

The journey of Armani/Archivio extends beyond digital space:

- Exclusive in-store drops will roll out across seven flagship boutiques worldwide.
 - Stops include Milan, Paris, London, Los Angeles (timed with the Academy Museum Gala, 18
 October), New York, Beijing, and Tokyo.

• From **16–29 September**, Milan's iconic **Rinascente department store** — where Giorgio Armani began his career — will devote its windows to an **Armani/Archivio installation**, tracing five decades of innovation and storytelling.

? Heritage Meets Fashion Week

The 50th-anniversary celebrations will continue into **Milan Fashion Week**:

- On 24 September, a public exhibition will open at the Pinacoteca di Brera, featuring 150 Giorgio Armani looks displayed alongside artworks in the historic museum.
- The anniversary season will culminate with a special runway show in the courtyard of honour of Palazzo
 Brera, where Armani will present the Spring/Summer 2026 women's collection along with highlights from the
 men's line unveiled in June.

? With Armani/Archivio, Giorgio Armani has not only honored his five-decade journey but also created a digital legacy — one that bridges past, present, and future while continuing to define what timeless elegance means.

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