

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

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GA_M_FW_1980_30_SK Fall-Winter
Giorgio Armani 1980

? 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 archivio.armani.com, 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.
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? 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.
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? **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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