

End of an Era: Giorgio Armani, Bids Farewell

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Giorgio Armani, the Italian designer who redefined modern fashion with his minimalist elegance, has passed away at the age of 91. His death was confirmed by the Armani Group, which released a statement expressing “infinite sorrow” and describing him as the company’s “creator, founder, and tireless driving force.” The statement further noted that Armani “passed away peacefully, surrounded by his loved ones,” and continued to work diligently on various projects until his final days.

Early Life and Career Beginnings

Born on July 11, 1934, in Piacenza, Italy, Giorgio Armani’s journey into the fashion world began after a stint in the military and a brief period studying medicine. He then worked as a window dresser and assistant buyer at the Milan department store La Rinascente, where he honed his eye for design. In the early 1970s, Armani became a protégé of tailor Nino Cerruti, contributing to the sportswear label Hitman. Encouraged by his partner, architect Sergio Galeotti, Armani opened his own design studio in 1975. The duo launched their first womenswear collection in 1976, marking the beginning of what would become a global fashion empire.

Revolutionizing Fashion

Armani’s designs were characterized by their clean lines, neutral tones, and deconstructed tailoring, which contrasted sharply with the rigid, heavily structured suits popular at the time. This approach not only revolutionized men’s fashion but also empowered women by offering them elegant yet comfortable alternatives to traditional attire. His minimalist aesthetic became synonymous with sophistication and modernity, appealing to a broad audience.

The designer’s breakthrough moment came in 1980 when Richard Gere wore Armani’s creations in the film *American Gigolo*. The film’s success catapulted Armani into international stardom, solidifying his reputation as a designer of choice for Hollywood elites. His influence extended beyond the silver screen, as his designs became emblematic of 1980s power dressing.

Expansion and Entrepreneurial Success

In addition to his fashion lines, Armani expanded his brand into various sectors, including fragrances, eyewear, home furnishings, and even hotels. By 2019, the Giorgio Armani Group reported revenues of €2.1 billion and employed approximately 8,000 people worldwide. Remarkably, Armani remained the sole shareholder of his company, maintaining complete creative and operational control. His business acumen and commitment to quality ensured that the Armani name remained synonymous with luxury and excellence.

A Lasting Impact

Armani's influence extended beyond fashion; he was a cultural icon who shaped the way people perceived style and elegance. His designs dressed some of the most influential figures in entertainment, politics, and business, leaving an indelible mark on the fashion industry. Even in his later years, Armani remained actively involved in the creative direction of his brand, overseeing collections and planning celebrations for the 50th anniversary of his label.

The fashion world mourns the loss of a visionary who not only changed the shape of fashion but also inspired generations to embrace simplicity, elegance, and authenticity. Giorgio Armani's legacy will continue to influence and inspire the fashion industry for years to come.

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