

Kendall Jenner Turns Global Fragrance Ambassador For Emporio Armani

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Emporio Armani has officially appointed world-renowned model, entrepreneur and cultural icon **Kendall Jenner** as its new **Global Fragrance Ambassador**, the fashion house and its beauty licensor **L'Oréal** announced on January 6, 2026. Jenner will be the face of **Power of You Eau de Parfum**, the brand's latest women's fragrance, in a campaign set to launch in **February 2026**.

A New Chapter in Armani's Fragrance Story

In her new role, Jenner will lead the global campaign for *Power of You*, a scent described as magnetic, rich and sensual—embodying confidence, individuality and modern femininity. Jenner said joining Emporio Armani was “a total no-brainer,” praising the brand's celebration of authenticity and personal expression.

Directed by acclaimed creative **Gordon von Steiner**, the campaign visuals reflect an energetic and luminous spirit, capturing Jenner in movement as she embodies the fragrance's message of self-assurance and presence.

A Career of Influence

Kendall Jenner first gained public attention in 2007 through E!'s *Keeping Up with the Kardashians* and has since solidified her standing as one of the world's top fashion models. Her runway breakout came at **Marc Jacobs's Fall 2014 show**, and she has since appeared on covers of major fashion magazines—including *Vogue*, *Harper's Bazaar* and *Allure*—while walking for the most coveted fashion houses across couture and ready-to-wear.

Beyond fashion, Jenner is an active entrepreneur. She is the founder of **818 Tequila**, an award-winning brand recognized with over 30 international distinctions. She also champions sustainability initiatives such as **1% for the Planet** and a partnership with **S.A.C.R.E.D.'s 818 Bricks Program**, which repurposes agave byproducts into sustainable building materials.

What *Power of You* Represents

Power of You Eau de Parfum marks a significant moment in Emporio Armani's fragrance portfolio. Conceptualized as a luminous, vibrant scent, it was one of the final creations signed off by **Giorgio Armani** before his passing in September 2025.

Crafted by renowned perfumers, the composition features a juicy **passion fruit** accord complemented by a floral heart of **frangipani**, finishing with warm, sensual **vanilla** notes—designed to evoke inner confidence and an unmistakable presence.

The fragrance will first launch in Europe on **January 20, 2026**, followed by releases in other key markets throughout the year.

A Legacy of Iconic Faces

Jenner's appointment places her among a distinguished lineage of Armani ambassadors from the worlds of fashion, film and culture. The house's beauty campaigns have featured names such as **Cate Blanchett, Sydney Sweeney, Nicholas Galitzine** and **Jackson Wang**, showcasing the brand's ongoing connection to global talent and contemporary influence.

As Emporio Armani embraces its next fragrance chapter with *Power of You*, Kendall Jenner's role as ambassador underscores the brand's commitment to a youthful yet timeless vision—one rooted in individuality, energy and confident self-expression.

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