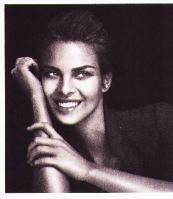
armani mania

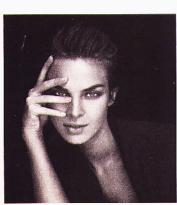
the new fragrance for women

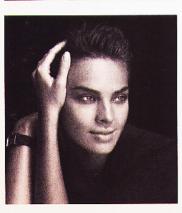


"I dedicate Armani Mania to spontaneous women who always live life with a smile."

GIORGIO ARMANI







A state of mind...

She is what she lives, with style. She is feminine, elegant and spontaneous. Optimistic, she makes her own choices and looks after those close to her, and at the same time looks after herself. Active, she also knows how to take time. Radiant, she is multi-faceted and unique, daring and authentic. Full of life, she shines.

A woman...

Giorgio Armani loves a woman for what she is, her character and her fragility, her past, present and future. He sees her as intelligent and charming, and respects her without ever demanding perfection. He has always liberated her from clichés and restrictions that conceal her naturalness. A sparkle of colours and a mixture of fabrics, she lives in Armani. Relaxed and chic, she never goes too far. Strong and timeless, she doesn't play games.

A fragrance...

A woody aromatic floral conceived, described and created in the purest Armani style. A fragrance of luxurious simplicity, rich with bold contrasts, simply constructed around three accords, as appealing and vibrant as a moment of life. This creation has a Latin temperament that expresses the duality of woman, like all Armani creations. Daring, it unites androgynous, intense and sophisticated notes with breathtaking facets of noble Moroccan laurel, Provençal iris and Virginia cedar, and resolutely feminine and cheerful florals Mediterranean magnolia, peony and lily of the valley.





