



A|X ARMANI EXCHANGE

IN 1991, GIORGIO ARMANI ESTABLISHES A|X ARMANI EXCHANGE AFTER HIS PIONEERING IDEA TO CREATE A BRAND FOR THE GENERATION OF FAST-FASHION SHOPPERS. INSPIRED BY THE STYLE HE OBSERVES IN MAJOR CITIES (MILAN, NEW YORK, LONDON AND TOKYO), THE DESIGNER GIVES LIFE TO A COLLECTION OF PIECES THAT REFLECT THE CASUAL, UNDERSTATED ATTITUDE OF THE NEW GENERATION. WITH ITS FRESH AND UNCONVENTIONAL CHARACTER, THE LINE IS IMMEDIATELY IN STEP WITH THE ENERGY OF YOUNG CONSUMERS. IN DECEMBER 1991, THE STRIKING FIRST FLAGSHIP STORE OPENS IN SoHo, NEW YORK, WITH A FUNCTIONAL AND SIMPLE CONCEPT AND AN INDUSTRIAL, ALMOST BARE DESIGN, PROVIDING AN INNOVATIVE SHOPPING EXPERIENCE FOR THE TIME.

IN 2000, A|X BECOMES ONE OF THE FIRST FASHION BRANDS TO USE AN E-COMMERCE PLATFORM, WITH THE LAUNCH OF ITS OWN WEBSITE IN THE UNITED STATES.

IN 2014 THE ARMANI GROUP ACQUIRES FULL CONTROL OF THE JOINT VENTURE THAT PREVIOUSLY MANAGED THE PRODUCTION AND DISTRIBUTION ACTIVITIES OF THE BRAND.

IN 2017, FOLLOWING THE REORGANISATION OF THE ARMANI PORTFOLIO, A|X ARMANI EXCHANGE BECOMES ONE OF THE ARMANI GROUP'S THREE MAIN BRANDS. TODAY, THE COLLECTION OFFERS ACCESSIBLE AND VERSATILE CLOTHING AND ACCESSORIES, DISTANCING ITSELF FROM CONVENTIONAL DESIGNS TO PROVIDE A DIFFERENT PERSPECTIVE: IT IS A DECLARATION OF BELONGING TO A WORLD ROOTED IN STREET CULTURE AND A STATEMENT OF AN ATTITUDE OF INDIVIDUALISM – ALL EXPRESSED THROUGH A STYLE OF DRESSING.

REVOLUTIONARY AND HIGHLY IMPACTFUL IN ITS APPROACH TO COMMUNICATIONS, A|X SPECIALISES IN ADVERTISING CAMPAIGNS THAT HAVE AN IMMEDIATE AND STRONG APPEAL TO YOUNGER GENERATIONS AND STAND OUT THROUGH THEIR PROVOCATIVE, UNDERGROUND SPIRIT.

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