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Armani Exchange main purpose is to sell their clothing line as much as possible to whoever buys it. Armani is a worldwide clothing company that is considered high quality manufactured. Everybody works for their money, that being said Armani’s advertisement sells their product in a way that in order for an average Joe to have a little feel on the high class life of luxurious clothes the average Joe would have to buy Armani’s clothing products. Armani brain washes the customer to think that by having a couple of Armani’s products the customer will be upper class when in reality the customer is not upper class but just made Armani Exchange a little richer and that was all thanks to the outstanding looking models that Armani hires to promote their clothing in commercials, magazines, mobile devices, and internet. Were the customer could have use the money to buy something more important that would benefit his life financially. This is important to the community because instead of spending their weekly check into one product that just looks great in the moment and a couple of weeks later is going to be outdated and worth less its value the community should have a better idea on what to spend their money on.

This can be related to the Terkel quote “status..becomes important.. society, they feel, looks upon them as lesser.” Having a good status is everything to Armani but promoting is also their main focused that’s why they only care about making sells meaning Armani does not care from who they have their product bought from. To Armani the only important society is the society that has the deep pockets with lots of cash to spend so what about those communities that do not have deep pockets and want to look high class but cannot afford it but Armani does not care about making their clothes affordable.

Armani is the opposite of Wal-Mart because Wal-mart is all about low prices. “Take, for example, the Armani Exchange ad campaign featuring David Beckham. According to styletraxx.com, the company's underwear sales increased 150% since the deal was inked back in 2007.  No doubt the reason for this was the presence of the international soccer star.” (Trendy minds) Armani is mostly all high prices such a single underwear has the price tag of $40 were in Wal-Mart one can buy a pack of 5 underwear’s for $10. Armani is design to target high class business men were Wal-Mart targets the whole community. Armani’s advertising is shown in luxurious commercials such as bikini models in outstanding motorcycles were Wal-Mart usually shows a family enjoying the product of Wal-Mart as a family.

Today’s economy is in the toilet and it’s predicted to get worst as days past by but that does not stop Armani’s advertising to lower their prices in their promotions. In they stay the same if not higher in the market. Overall I learn from my sources that Armani’s promotion methods such as mobile advertising have been very successful. “AdMob drove: 48,000 users to the mobile site36,000 video views2,600 store locator look ups Average CTR: 1.22% Interaction rates as high as 14.5% on the mobile site” Even thought Armani has just started this new method of advertising statistics show that is very smart and progressive in ways that it will bring sells.