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Armani Exchange has models all over the world but most of the models Armani has advertises the company in ways that make the consumer think that Armani Exchange is the clothing company that makes a person look upper class and classy at the same time. Armani has been always finding new ways to improve their advertising but now they have found a way to advertise on cellular devices but mainly the popular one s such as the iphone. Armani Exchange has develop an app that allows the customer to buy online through their cell phone and as well as browse on their website to allow the costumer to see what’s new in the clothing line. Armani has also made celebrity advertising such featuring international soccer star David Beckham for their underwear campaign. Armani Exchange always keeps their websites updated to date and always looking brand new because Armani uses their new technology to their advantage to promote their products all around the world as their models are mostly foreign models such as places as Italy.