



Courtesy of Emporio Armani

**FASHION**

Simplicity: Emporio Armani Spring 2021 Menswear

By Daisy Duke

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The Emporio Armani Spring 2021 Menswear collection is simple and minimal. Mr. Armani demonstrates simple styles with neutral colors to capture the looks.

At Milan Fashion Week, Giorgio Armani debuts his new Spring Summer 2021 Menswear Collection for Emporio Armani at the Teatro on September 24, 2020, in Armani style. With a delayed showing, the video was made with the help of a rising cast, with familiar names from Omar Ayuso from “Skam,” Rocco Fasano “Skam Italia” and star Lucas Lynggaard Tønnesen from “The Rain”. Other amazing talent included dancers and choreographers Les Twins. The fashion show was distributed on Italian TV in the style of a film. Armani stated “As you know, given the health restraints regarding traveling, it is not yet possible for me to do my shows in the usual manner. I have however thought of an alternative.” The video showcasing Armani’s Emporio Armani men’s collection for spring was directed by Manuel Emede and Nicolò Cerioni.

Giorgio Armani is the lead designer of the Italian luxury brand, Armani. Within his brand Armani, he also owns several labels under this name, including Emporio Armani. Armani and Emporio Armani are the two labels in which Mr. Armani designs himself. From their previous collection from Fall 2020, the Spring 2021 collection is very subtle and much brighter. The colors in Fall 2020 are darker with black and gray tones with splashes of red. In this collection, there are minimal layers in clothing, and the presentation is more carefree.



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The collection featured neutral tones of beige, light baby blue, brown, white and black with few gray tones in his color scheme. It is similar in color scheme and design to the Giorgio Armani Spring Summer 2021 collection. The Emporio Armani collection displays baggy dress pants with sweater vests, open blazers, and jackets. A few looks feature accessories of chunky belts or slim belts, giving it a sleek look for the everyday man. The collection in my opinion seemed very safe. It was a very beautiful show in having a look book and a theme of “Building Dialogues”. There wasn’t anything that popped out in this collection. It felt more traditional and simpler, which can be best at times. In the state of our world, I would have expected more from designers. The collection was simple and is very effective for Spring and Summer.

Despite my opinions, the collection featured a young, fresh, and bright ambiance to the face of Emporio Armani. It will help men to want to be in fashion and will draw them into this wonderful world. The collection shows how simple colors and styles of clothing can be seen as fashionable and trendy. It will help raise a new generation in men’s fashion.

