



Giorgio Armani launches the Armani/Archivio digital platform at the Venice Film Festival

Giorgio Armani marks its 50th anniversary with Armani/Archivio, a digital platform featuring thousands of documented looks. Debuting at the Venice Film Festival, it opens Aug. 30 with an initial selection of 57 pieces.



The Giorgio Armani fashion house is celebrating its 50th anniversary. Founded by the designer of the same name on July 24, 1975, the brand marked the milestone with the launch of Armani/Archivio, a digital platform dedicated to sharing its historical heritage.

The platform will be celebrated on Saturday, Aug. 30, at the Venice International Film Festival, with an invitation-only dinner benefiting UNICEF, followed by a party for about 500 guests at Tesa 113 in the Arsenale. After the event, Giorgio Armani will donate to UNICEF's "Global Humanitarian Thematic Fund," which supports rapid and effective responses to conflicts.

Armani/Archivio — which brings together thousands of documented original looks from the Giorgio Armani women's and men's collections — will be accessible starting Saturday, Aug. 30, at archivio.armani.com. The platform will also have a physical location near Milan.





All Armani Group employees will have full access to the platform, while the public can explore an initial selection of 57 looks.

“The unique project brings to life a space of cultural enrichment, a conceptual dictionary recounting fifty years of creativity, consistency, and evolution. In a dialogue between past and present, the project also includes the selection and presentation of iconic garments from historical collections: some looks, carefully preserved and chosen for their timeless relevance, are being shown again so they can continue to tell their story and meet new generations of fans,” the company said in a statement.

Following its debut in Venice, the curated looks will be unveiled through a series of exclusive drops in seven flagship boutiques worldwide. The journey begins in Milan, Paris, and London, before heading to the United States with Los Angeles—timed to coincide with the Academy Museum Gala on Oct. 18—and New York. The final stops will be in Asia, with presentations in Beijing and Tokyo.

From Sept. 16–29, Milan's Rinascente — the iconic department store where Giorgio Armani took his first steps in fashion — will dedicate its windows to Armani/Archivio. The installation pays tribute to the designer's origins, offering a visual journey through five decades of style and storytelling.

The 50th-anniversary celebrations will transition into Fashion Week with the public opening on Sept. 24 of an exhibition featuring 150 Giorgio Armani looks, displayed alongside artworks in the rooms of the Pinacoteca di Brera. The designer will then close Fashion Week with a fashion show in the courtyard of honor of Palazzo Brera, presenting the Giorgio Armani women's Spring/Summer 2026 collection together with selected Giorgio Armani men's looks from the latest collection presented in June.

