

# GIORGIO ARMANI

## THE EMPORIO ARMANI (PRODUCT) RED™ COLLECTION NEW ITEMS FOR SUMMER 2010

**Milan, July 9<sup>th</sup> 2010** – The partnership between Emporio Armani and (PRODUCT) RED continues with the launch of a new style of sunglasses both for men and women and a new watch, for which a part of the profits of these sales will be directly given to the Global Fund to help eliminate AIDS in Africa.

The sunglasses for women have a vintage look with a square generous shape, and a red stylised eagle in relief on the arms. The sunglasses for men with their classic teardrop shape have an Eighties style, evident in the red insert on the double bridge and the red stylised eagle in relief featured at the temple end of the arms. Both items have the (EMPORIO ARMANI) RED logo on the inside of the arms. Available in black with smoke grey lenses.

The new Emporio Armani (PRODUCT) RED watch is a unisex 43mm black ion plated stainless steel quartz watch suitable for all occasions with a comfortable matte silicone bracelet. Durable yet elegant, this model is water resistant to 5 atm and features red accents on the dial and crown as well as the (EMPORIO ARMANI) RED logo.

These products will be available starting in August at Emporio Armani stores in leading cities around the world and online at [www.emporioarmani.com](http://www.emporioarmani.com).

Since its launch at the World Economic Forum in Davos in January 2006, Giorgio Armani has been an enthusiast supporter of (PRODUCT) RED, the global HIV/AIDS initiative created to benefit the Global Fund.

(RED)™ has set itself the primary objective of involving the private sector to help eliminate AIDS in Africa. Companies who create (PRODUCT) RED products commit to allocate part of the profits obtained from the sale of those products to benefit Global Fund grants that fund HIV/AIDS programs in Africa.

More info at:

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