



ARMANI CAFFÉ

www.emporioarmani.com



EMPORIO  ARMANI
CAFFÉ

Brand adaptation for the Buenos Aires business + Graphic Design + Design production + Art direction + Design of menus + Design of wine list + Table center pieces, table mats, napkins + Advertisements on newspapers and magazines + Restaurant pieces + Selection of supports and materials + Clothing + Control of graphic production

CLIENT In 2001, the Italian fashion brand Emporio Armani opened its first branch in Argentina. A boutique hotel on Alvear Street was chosen as the ideal location for the new store. After the remodeling process was finished, a new branch of Caffé Armani was inaugurated on the top floor.

CHALLENGE The objective of Emporio Armani Caffé was to embody the luxury that characterizes the cosmopolitan brand as a whole. After selecting the elegant Buenos Aires neighborhood of Recoleta to set up its store, Armani Caffé needed to determine how to adapt its image to these new, culturally distinct, surroundings. Emporio Armani contacted FORMA to develop the visual identity of the Caffé. FORMA's mission was to maintain the Caffé's international reputation and image, as well as the expectations of Armani's loyal clients.

ACTION FORMA managed every aspect of the project's art direction. It designed and built the restaurant, based upon and always keeping in mind the features which distinguish the brand Emporio Armani. FORMA also designed the menus, wine lists, table centerpieces, and was in charge of creating and placing advertisements in newspapers and magazines.



CONCLUSIONS Armani Caffè is now a successful restaurant, drawing customers who want to enjoy and experiment with the luxury and essence of this well-known brand. In working with Armani, FORMA Cultural Branding was able to understand the identity and the singular style of this internationally-renowned gastronomic chain.

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Clothing
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Matches
Notebooks
Coasters