

## GIORGIO ARMANI AND CONI JOIN FORCES ONCE AGAIN FOR ITALIAN SPORT

**Milan, 30th October 2013** – We are pleased to announce that, following the London 2012 Olympics, the partnership between Giorgio Armani and CONI (Italian National Olympic Committee) is set to continue. Indeed, Armani, as official outfitter, will supply the entire sports kit and all formal wear worn by the Olympic and Paralympic athletes in the Italian teams participating at the Sochi 2014 Winter Olympics and the Olympic Games in Rio in 2016. Additionally, Armani will also dress the youth teams scheduled to take part in the summer and winter Youth Olympic Games and European Youth Olympic Festivals over the next three years.

This initiative is the fruit of a three-year partnership agreement between the Armani Group and CONI, and is further proof of the strong relationship that links the designer to the world of sport.

Italy is built on the country's passion for sport, a pastime that promotes positive values and brings people together. I am extremely pleased to renew my collaboration with CONI for the 2014 Winter Olympics and the Olympic Games in 2016, two important occasions for our athletes, who will have our utmost support+ says Giorgio Armani.

Armani is simply the best calling card we could hope to have in order to promote the winning image of Italian sport. The renewed partnership we have agreed for the Sochi Games in 2014 and the 2016 Olympics in Rio de Janeiro will continue associating . in the name of success . the excellence of sport with that of Italian style,+says the Chairman of CONI, Giovanni Malagò.

The wide range of sportswear supplied to the athletes from the Armani EA7 line will include the clothes and accessories worn by the athletes during the day, except when competing, for the entire duration of the games in which they are participating.

The garments supplied to the Italian team for the games in Sochi, for both men and women, will also be sold on the Italian sportswear market. All garments bear CONI logo and Olympic rings on the chest, while on the back they feature the original silver ITALY logo, with the letters in the form of mountains.

The ski suit, in navy blue, is in stretch fabric and features an ergonomic design that ensures maximum comfort for the wearer. The seams are heat-sealed and decorated with the colours of the Italian flag, which can also be found inside the hood. The second layer of the suit is available in white or navy blue. Inside the jackets and sweatshirts, the first verse of the Italian national anthem appears in gold, printed in a handwritten-text style on the left-hand side, covering the heart.

The same colours and decorations also feature in the leisurewear, which includes cotton sweatshirts, tracksuits, long- and short-sleeved polo shirts, and T-shirts. A range of accessories completes the collection: ski hat, scarf, gloves, glasses and backpack, all in navy blue with Italian tricolour details.

The Armani Group is one of the leading fashion and luxury goods companies in the world, with over 6,500 employees and 12 factories. The Group designs, manufactures, distributes and directly retails fashion and lifestyle products, including apparel, accessories, eyewear, watches, jewellery, cosmetics, fragrances, and furniture and home furnishings under the following brands: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ | Armani Jeans, A/X Armani Exchange, Armani Junior and Armani/Casa. The Group's own-brand distribution network now has 2,203 points of sale and includes: 151 Giorgio Armani, 250 Emporio Armani, 356 Armani Collezioni, 266 A/X Armani Exchange, 674 AJ | Armani Jeans, 124 Armani Junior and 53 Armani/Casa, in 46 countries worldwide.

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