

Ryan Reynolds named new face of Armani Code



The first Armani Code campaign starring Canadian actor and producer Ryan Reynolds will be released in February

Giorgio Armani beauty has announced Ryan Reynolds as the new face of its Armani Code fragrances.

The new Armani Code campaign starring the Canadian actor and producer will be released worldwide in February 2019.

Designer Giorgio Armani said: “With his status of modern male figure of self-fulfilment, Ryan Reynolds perfectly embodies the modern sensuality of the Armani Code man: someone with charisma, authenticity, an effortless style, and the right dose of irony.”

The first campaign starring the actor will center on Armani Code Absolu, the new Armani Code fragrance.

The film was directed by Reed Morano, Emmy Award winner for the series “The Handmaid’s Tale”, and the shots were made by photographer Matthew Brookes.

Introduced in 2004, Armani Code is described as the modern embodiment of self-fulfilment and personality, of a man who effortlessly masters the art of seduction.

The fragrance ranks in the top 10 of men's fragrances worldwide.