

design according to Armani

- Good morning ! Today I am with the world-famous designer, Giorgio Armani, one of the men who <sup>has</sup> changed the industry. Signore Armani, we have always had design in society but, before, it was for the upper class.
- Indeed, and now, it's more democratic. Now even when we work on products that are inexpensive, we work with design in mind. And I think people appreciate that. They see the difference.
- When did this design revolution begin ?
- At the same time as in fashion – in the 1970s. Those who moved up the social ladder had the desire to live in a new way, not the way their grand-parents did.
- And you and your *colleagues* responded to this demand ?
- Exactly. And we started on new products. First, here at Armani, we did eyeglasses. We did jeans. When I did jeans, I was told : « you are crazy ! you are going to destroy all that you have built in 10 years of work. » I said : « No. It's what people want. » Jeans are the most affordable products available. Why can't they be made with design in mind ?
- What would you tell young designers today ?
- That they are the last ones who matter. They are there to provide a service, not to do something that no one has done before. If no one has done it before, then it's often because it's just not necessary. In the end, design is for living. I insist on that.
- Thank you so much, Signore Armani.