

The people. The point of view.



THE BEGINNING

Giorgio Armani & Sergio Galeotti

Giorgio Armani S.p.A. was established in Milan on July 24, 1975 by Giorgio Armani and Sergio Galeotti. Armani's history is inseparable from softened tailoring and restrained luxury, but authentication is complicated by the breadth of the family: Giorgio Armani, Emporio Armani, historical Armani Jeans/Armani Collezioni, A|X and licensed categories can have legitimately different labels, manufacturers and price points. Key anchors include 1975 Giorgio Armani; 1981 launch of Emporio Armani and Armani Jeans; 1991 A|X Armani Exchange; and Autumn/Winter 2018–19 adoption of Certilogo brand protection, progressively extended across lines. Use line history to avoid comparing the wrong label family.

FOUNDED

1975

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Style/article references, manufacturer information and line-specific care labels are useful for identifying modern Armani products. On eligible newer garments, the brand's Certilogo system is stronger evidence than an isolated printed product code, but the physical item should still match the digital result and product description. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Armani care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

1975

Parent luxury mainline

Luxury ready-to-wear, accessories, footwear, eyewear and made to measure

2005

Haute couture

Women's haute couture and exceptional red-carpet pieces

1981

Contemporary second line

Ready-to-wear, accessories, underwear, watches, jewelry and junior

2004

Sports and activewear line

Sportswear, performance apparel, footwear and accessories

1991

Accessible youth line

Casual clothing and accessories

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Names, lines & relationships · continued

Armani Collezioni Historical tailored bridge line Tailored businesswear and formal ready-to-wear	2000 — 2017
Armani Jeans Historical casual/denim line Denim, casualwear and accessories	1981 — 2017

Giorgio Armani → mainline and Privé; Emporio Armani → contemporary line and EA7; A|X Armani Exchange → accessible youth line; historical → Armani Collezioni and Armani Jeans.

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A story in chapters

1975	Armani House origins · Giorgio Armani & Sergio Galeotti
1975	Giorgio Armani Line / house introduction in the cited records
1981	Emporio Armani Line / house introduction in the cited records
1981	Armani Jeans Line / house introduction in the cited records
1991	A X Armani Exchange Line / house introduction in the cited records
2000	Armani Collezioni Line / house introduction in the cited records
2004	EA7 Emporio Armani Line / house introduction in the cited records

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A story in chapters · continued

2005

Giorgio Armani Privé

Line / house introduction in the cited records

2017

Armani Collezioni

Last year recorded here; not necessarily a closure

2017

Armani Jeans

Last year recorded here; not necessarily a closure

COLLECTION CONTEXT

Giorgio Armani S.p.A. was established in Milan on July 24, 1975 by Giorgio Armani and Sergio Galeotti. Armani's history is inseparable from softened tailoring and restrained luxury, but authentication is complicated by the breadth of the family: Giorgio Armani, Emporio Armani, historical Armani Jeans/Armani Collezioni, A|X and licensed categories can have legitimately different labels, manufacturers and price points. Key anchors include 1975 Giorgio Armani; 1981 launch of Emporio Armani and Armani Jeans; 1991 A|X Armani Exchange; and Autumn/Winter 2018–19 adoption of Certilogo brand protection, progressively extended across lines. Use line history to avoid comparing the wrong label family.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

GIORGIO ARMANI 40 Regular Navy & Brown PinStripe Wool Suit

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

GIORGIO ARMANI · MADE IN
ITALY

02 / HOW TO USE IT

Use the full name GIORGIO ARMANI in your research notes. The exact wording distinguishes the label shown from other names in the Armani family.

03 / WHAT TO CHECK NEXT

The country wording is visible, but fiber content and size are not. Photograph the care and size tags separately rather than inferring them from the fabric's appearance.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://www.armani.com/en-it/authenticity/>
- <https://armanivalues.com/overview/our-history/>
- <https://www.armani.com/en-us/giorgio-armani/experience/about-giorgio-armani/>
- <https://www.armani.com/en-ca/emporio-armani/experience/about-emporio-armani/>
- <https://armanivalues.com/overview/the-world-of-armani/>
- <https://archivio.armani.com/en>
- <https://www.vogue.com/fashion-shows/designer/giorgio-armani>
- <https://suigenerisconsignment.com/products/giorgio-armani-40-regular-navy-brown-pinstripe-wool-32-32-suit>

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Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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