



**EMPORIO ARMANI AND SHAWN MENDES  
EXTEND THEIR COLLABORATION INTO THE SPRING/SUMMER 2019 SEASON**

**Milan, 28th February 2019** – Emporio Armani is pleased to announce that its collaboration with Shawn Mendes will continue into the spring/summer 2019 season. Since 2017, the Canadian singer and songwriter has been the face of the Emporio Armani Connected touchscreen smartwatch line. In 2018, he also became the spokesmodel for the entire collection of Emporio Armani watches.

Shawn Mendes is therefore the star of the new Emporio Armani watches advertising campaign, shot in London by photographer Billy Kid. The images, in soft black-and-white, capture intense close-ups and document fragments of everyday life, conveying Mendes's candour and spontaneity. In the photos, the singer wears timepieces from the Emporio Armani watch and Emporio Armani Connected smartwatch lines including the latest aluminium model.

On 7th March 2019, *Shawn Mendes: the Tour* will set off around the world, with the singer promoting his third album, *Shawn Mendes*. Since his entrée into the international music scene with his first album, *Handwritten*, in 2015, Mendes has received numerous accolades and was nominated for two Grammy Awards at the 2019 ceremony, for *Best Pop Vocal Album* and *Song of the Year* (for "In My Blood").

The Emporio Armani watches collection is available in stores and online at [Armani.com](http://Armani.com).

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