

Sustainable fashion activist model Donny Lewis featured in Giorgio Armani Made to Measure Campaign S/S 2021



Texas, Lubbock, Mar 26, 2021 ([IssueWire.com](https://www.IssueWire.com)) - Sustainable fashion activist model Donny Lewis featured in Giorgio Armani Made to Measure Campaign S/S 2021

Photo's

by Giulio Rustichelli represented by Unconventional artist video by Armani's in-house videographer Andrea Dones.

art direction by Mauro Demestria

TARGETS

Fashion magazines | Sustainability platforms | Men's fashion journals | Model industry news | Fashion industry news

BRIEF

Texas native and 25 year veteran of the top of the high fashion industry, Donny Lewis became more concerned with the sustainability of the fashion industry

Giorgio Armani has made great strides in transforming into a more sustainable fashion producer. Armani is synonymous with timeless elegance and quality, and we all know one of the best ways to be sustainable is creating quality clothing that is loved and lasts. Made to measure is not throw away fast fashion, and at Armani, the detail goes into the sustainability throughout the process. (further reading on the Armani Sustainability initiative can be found at [Armani social responsibility](#))

Giorgio Armani's new made-to-measure campaign continues its tradition of a movie star feels that its line first started with Matt Bomer in 2015. Donny Lewis and his co-stars certainly continue the cinematic feel of the fashion line. Donny Lewis being an advocate for the holistic transformation of the Fashion industry into a regenerative part of the circular economy is as perfect a fit for this new advertising as the clothing is on his frame.

The campaign also features the Armani Casa chess set and more than a slight nod to "The Queen's Gambit" the Netflix recent breakout hit show revolving around the game of kings.

King "George", a.k.a. Giorgio Armani, and Donny Lewis certainly don't disappoint in this sustainable match perfectly tailored in heaven.

Artist available for interview on request, contact: press@beyonddesignagency.com

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MEDIA LINKS

Website - donnylewis.com

Instagram - [@donny7lewis](https://www.instagram.com/donny7lewis)

Instagram - [@giorgioarmani](https://www.instagram.com/giorgioarmani)

Previous Media Coverage - <https://models.com/models/donny-lewis>

Previous Media Coverage - https://en.wikipedia.org/wiki/Donny_Lewis

Previous Media Coverage - <https://hufmagazine.com/4-striking-male-models/>



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Source : Donny Lewis

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