

🕒 15 October 2018, 15:00 (CEST)

GOLDENLADY.COM



FA DIMENTICARE TUTTO IL RESTO.

SCOPRI LA NUOVA COLLEZIONE DI CALZE MASCHILI

**GOLDEN LADY**<sup>®</sup>  
for MAN

## **WITH ARMANDO TESTA AND GOLDEN LADY FOR MAN, A MAN FORGETS EVERYTHING ELSE.**

There are those who forget their keys, others their phone, others an anniversary. And then there are those who forget their clothes. Indeed, Golden Lady for Man "makes you forget everything else" and makes the taboo of a naked man with his socks quite acceptable.

Armando Testa has created the launch for the new line of Golden Lady for Man socks.

With creative direction from Michele Mariani, Laura Sironi and Marta Agostini, the agency shows the protagonist totally "in his birthday suit" except for his socks.

From today Golden Lady is targeting its know-how and expertise to the service of men too, with three lines of socks - classic, fashion and sports - designed to accompany a man throughout his daily activities. The fine yarns ensure maximum performance, whatever the occasion.

Because you can forget many things, but style is not one of them.

On air from 15th October in the press, on radio, points of sale, and the web.

Agency: Armando Testa Milano

Creative direction: Michele Mariani, Laura Sironi and Marta Agostini Account team: Benedetta Buzzoni and Federica Drogo

Photographer: Ten Artist

Media: press, radio, POV, web and social media.

On air: October 15th 2018

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ABOUT ARMANDO TESTA

We are the biggest independent italian communication group founded in 1946 by Armando Testa the internationally most famous italian creative.

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