

INTERNET

Zegna paints the whole picture with runway show recap

June 27, 2014



Zegna couture spring/summer 2015 look

By SARAH JONES

Italian menswear fashion house Ermenegildo Zegna chose to give its consumers the full story behind its collection with an artistic edit of the runway show for its couture spring/summer 2015 collection.

Sign up now

Luxury Daily

Director Johan Söderberg edited the runway show into a four-minute social video, splicing moments together to give viewers a better sense of the story behind the collection. This gives consumers an easier bite of content that simultaneously communicates more.

"Zegna isn't just using video to replicate the runway show in a new medium, they are using it to tell a full story," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR.

"A story of the creative process, the hard work it takes to go from inspiration to a physical product, the backstage preparations and lastly the pinnacle of all that hard work and dedication - the runway show," she said.

"The video also does a nice job of bringing focus to the garments. Close-up shots of the

clothes highlight the impeccable tailoring, gorgeous fabrics and do a nice job of showcasing the quality and craftsmanship of the collection."

Ms. Cooper is not affiliated with Zegna, but agreed to comment as an industry expert.

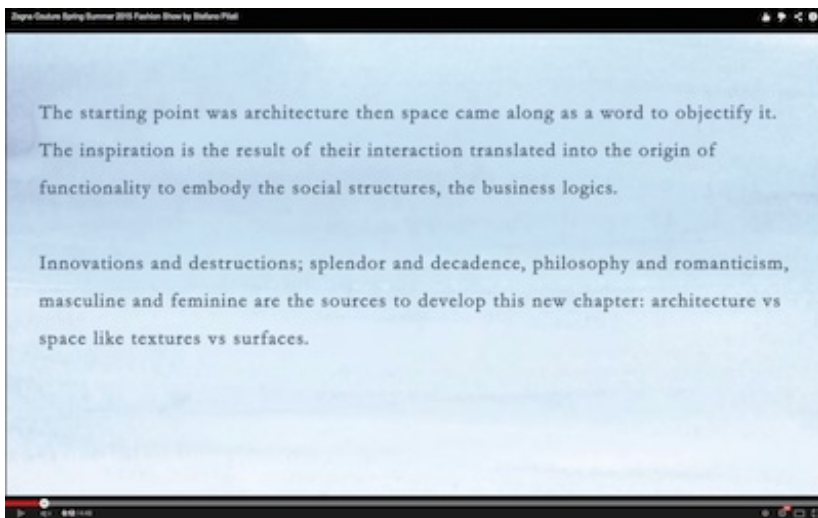
Ermenegildo Zegna was unable to comment.

Full story

During the menswear show on June 21, Zegna live-streamed the show for consumers on its Facebook page.

Rather than packaging the live-stream as a social video, Zegna decided to make a more artistic cut of the entire show and collection.

The theme for the collection was "architecture and space," and the runway set reflected that, with what appeared to be the framework for a building. This relates to the garments, for which the architecture of the styles is elevated by space.



Video still from Zegna

At the beginning of the video, Zegna uses text to explain this concept to the viewer.

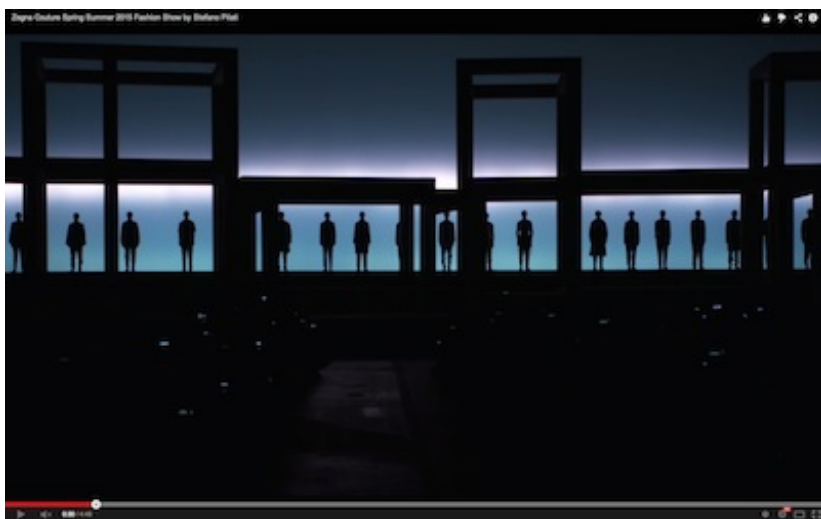
As the lights come up on the stage to reveal the set and a line of models in silhouette, Mr. Söderberg cuts to various behind-the-scenes shots, showing the crew and a pile of straight pins.



Video still from Zegna

In the next set, the lineup board is shown along with other paperwork.

After more backstage shots of people prepping the models and close-ups on the textiles, the fashion show begins.



Video still from Zegna

As the models walk, the camera cuts to many different angles, rather than showing a head-on view of the models as they parade like most runway videos.

The video also changes vantage points, showing aerial views to give a better sense of the atmosphere. At points the camera also shifts to show peeks of the models in between audience members' heads.



Video still from Zegna

Zegna's movie is set to a jazzy soundtrack by James Murphy, who sings about a creator.

The video ends with the models retreating back up to the stage. As a final shot, the empty set is shown.

Zegna's video was published to YouTube, and also shared on the brand's social pages.

Embedded Video: [//www.youtube.com/embed/2wxvr36ej9Q](https://www.youtube.com/embed/2wxvr36ej9Q)

Zegna Couture Spring Summer 2015 fashion show by Stefano Pilati

"The social team at Zegna did a good job of publishing photos and updates prior to the runway show to raise awareness and excitement in advance of the show and subsequent video release," Ms. Cooper said. "It's always a smart strategy to build an engaged audience prior to your live events. Cross-promoting anticipation, building posts such as photos of back stage preparation, or glimpses of product, are all great ways to do this.

"To build on this even more, I would have liked to see Zegna take advantage of the different mediums available for promoting their social content," she said. "A Vine for example provides the opportunity to build upon the campaign by telling an adjacent story to the event and deliver something really creative and engaging in users' streams.

"Social rich media could be used to deliver people to a landing experience where top posts from all networks are curated and housed together to create a social mobile hub of sorts where people could interact with the brand, content, and each other both before and after the show. The more opportunities you can create for users to interact with your content, the more opportunities there are for those users to share your campaign messages out to their own networks and exponentially grow reach."

Vantage point

Other fashion brands have found ways to give consumers a more full view on their runway shows.

Italian fashion house Fendi gave consumers a different view of its runway show live-stream on Feb. 20 through high-definition cameras attached to drones.

In addition to the standard view of the runway, consumers watching the brand's fall/winter 2014 show on Fendi's Web site during Milan Fashion Week had the ability to switch to the camera angle of the aerial drones. This new way of filming the runway show allowed viewers at home to have a unique experience and feel more a part of the action, as they can switch vantage points ([see story](#)).

During the menswear shows, labels focused on giving consumers the background of the collections, differentiating the garments seen on the runway.

Italian menswear label Canali encouraged engagement with its Web site via a live feed during its runway show.

Canali's "SS15 Show Feed" was updated leading to and during the brand's spring/summer runway show, providing insights into the fashions seen and the inspiration behind the collection. With so many brands competing for attention on social media, it may make sense for a brand to drive consumers to a separate branded channel to get their undivided attention ([see story](#)).

As videos of runway shows become the norm, brands are finding ways to stand out.

"The video is certainly a unique departure from the live stream runway videos we've seen

from other luxury fashion houses," Ms. Cooper said.

"Zegna's video serves as a synopsis of sorts; it begins with an introduction of the inspiration behind the collection - the interaction of architecture and space - and then clips of the live runway show are juxtaposed with images portraying the work and preparation that goes into creating and then unveiling the handsome clothes," she said.

"The video serves to tell a full story - from inspiration to preparation and lastly, the presentation."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.