

ADVERTISING

Kenzo taps artists to create playful, eccentric fall campaign

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Kenzo fall/winter 2014 campaign image

By SARAH JONES

LVMH-owned Parisian label Kenzo has teamed up with art publication Toilet Paper magazine on a surreal advertising campaign for its fall/winter 2014 collection.

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The resulting campaign shows models popping up out of holes in the floor or breaking into houses using the dog door. Breaking away from traditional fashion advertising images can help a brand stand out in the middle of a magazine's pages.

"Toilet Paper Mag loves to mashup and Kenzo loves to collab so a collab between the two sets a limitless foundation for unique, adventurous campaigns bending and blending context," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York. "This is all about fashion that speaks - where dream pop meets deviant.

"Avant garde is inherently farfetched to mass, but makes full sense to those in the know," he said. "Importantly, the line remains the true star, that is fashion overlapped along artistic and advertising transmedia.

"True successful collabs are indeed not just where the sum outweighs the parts, but where the result is so fresh, vibrant and substantively adopted by its followers where long-

standing collaborators gain recognition as icon teams along legendary proportions."

Mr. Farkas is not affiliated with Kenzo but agreed to comment as an industry expert.

Kenzo was unable to comment before press deadline.

Strange behavior

Kenzo's campaign was a collaboration between the house's creative directors Carol Lim and Humberto Leon and the artists behind the magazine, Maurizio Cattelan, Pierpaolo Ferrari and Micol Talso. The trio previously worked with Kenzo on its fall/winter 2013 and spring/summer 2014 campaigns.



Kenzo fall/winter 2013 campaign image

This time around, the ad campaign takes place in a slightly off-kilter world, where “the strange and beautiful coexist in singular harmony.”

The campaign will be released throughout the week of July 7-11 on Kenzo's blog Kenzine, as well as on its Facebook, Twitter and Instagram accounts.

Kenzo first shared a campaign video, which pulls together a number of the print images.

At the beginning of the one-minute video, a printed curtain parts to reveal a city setting. The camera then takes the viewer inside, showing model Guinevere van Seenus sitting in front of a fan embellished with strips of Kenzo fabric.



Video still of Kenzo's fall/winter campaign

In cartoon style, the word crash appears across the screen. Ms. Van Seenus is startled, and the video cuts to the cause of the noise: a man breaking into her apartment through the glass in the door.

Only the culprit's accessory embellished arms are shown.



Video still from Kenzo's fall/winter 2014 campaign

As the woman turns around, the camera cuts again, showing a bright pink door shaking in its frame. As it pans down, a man's foot is shown sticking out of the dog door as he tries to squeeze through the small opening.

The film transitions to a new scene with the word "ring" plastered across the screen as a phone rings.

A woman's hand picks up a vintage phone and talks to a man lying on the floor on his stomach. As he talks, he kicked his feet back and forth, showing the plastic crows balanced on the bottom of his shoes.



Video still from Kenzo's fall/winter 2014 campaign

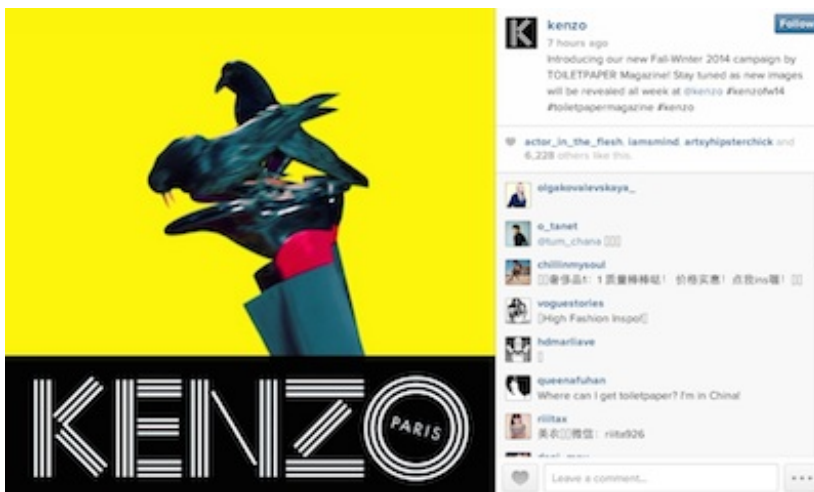
The next scene plays on reflection, showing both a gem recreated in a model's eye, as well as otherworldly mirrors. Model Robert McKinnon stands in front of his own image repeated in two mirrors surrounding him as he emerges into a different universe.

Finally, the pair of models are shown rotating in holes cut in the floor of a bright room. As they spin robotically, a hand reaches out from a hole in the wall trying to pass off a handbag, while a bouncing pink ball goes in and out of a separate opening.

Embedded Video: [//www.youtube.com/embed/R0g0qy_emJ0](http://www.youtube.com/embed/R0g0qy_emJ0)

Kenzo fall/winter 2014 campaign by Toilet Paper

Following the video, Kenzo shared GIFs on social media, picking out small moments from the video. On its blog, the brand shared still images as well as an interview with Mr. McKinnon.



Instagram post from Kenzo

Painting a scene

Kenzo has previously used its clothing as another character in its social videos.

LVMH-owned French fashion house Kenzo highlighted its creative directors' heritage through a surreal video featuring the spring line.

Kenzo's "Dawn in Luxor" tells the story of an alternative California, the inspiration for the brand's spring/summer 2014 collection and the childhood homes of Carol Lim and Humberto Leon. The film highlights a mix of cultures, allowing the brand to point to its own mix of cultures that went into the formation of the Kenzo label ([see story](#)).

Toilet Paper's Mr. Cattelan has lent an air of whimsy to other fashion campaigns.

French footwear maker Berluti showed its more playful side with a behind-the-scenes video for its advertising campaign that was filmed in a swimming pool.

The video shows artist and brand ambassador Maurizio Cattelan jumping into the pool in his suit. By filming the making of the ad with its quirky brand ambassador, Berluti was able to further communicate its brand image as a "house with character" ([see story](#)).

Kenzo's method of releasing its campaign will likely maintain interest from consumers.

"Releasing content along successive days uses the reveal properly," Mr. Farkas said. "Well-produced GIF content should bring anticipation and a strong amount of social sharing.

"Dedicated limited print magazines between the two add to the collab heritage," he said. "These campaigns will not just wave the flag for brand loyalists, it should pave the way for new aspirationals and devotees.

"The future looks really bright with this one."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/5vXf8l_AiCI](https://www.youtube.com/embed/5vXf8l_AiCI)

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