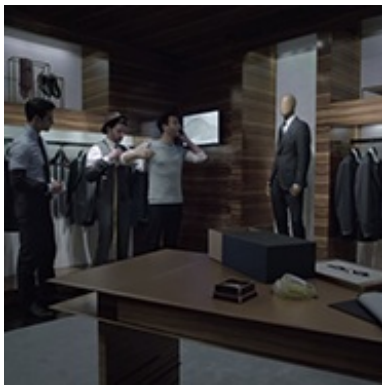


INTERNET

## Zegna weaves showroom into multicultural film series

September 16, 2014



*Video still from "A Rose Reborn"*

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By JOE MCCARTHY

Italian fashion label Ermenegildo Zegna is inviting fans to tune in to multiple episodes of a film series that showcases the exciting lifestyle of its target consumer.

[Sign up now](#)

**Luxury Daily**

The "A Rose Reborn" film series follows a young engineer in London pressured to sell his lucrative business to a Chinese billionaire and has a "House of Cards" mixed with soap opera aura to it, in that every exchange is freighted with worry. Interestingly, Zegna manages to demonstrate its fitting services in the film in a way that does not feel contrived.

"A more established narrative takes the focus and places it directly on the consumers' emotional attachment to the brand story," said Courtney Scott, lead planner at [Huge](#), New York.

"Instead of just evoking a feeling, which many luxury brands aim to do with video content, this approach gives the audience a glimpse into the world of a man, and a story that they can buy into.

"It becomes less about showcasing how the clothes look on a model and more about

illustrating the type of man who wears them and where the clothes will take him."

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

Zegna did not respond by press deadline.

Deciding in style

"A Rose Reborn" was directed by Park Chan-wook, the South Korean director of the dark, bizarre and harrowing film "Oldboy."

Zegna tapped Mr. Chan-wook for this project given his "unique storytelling, symbolism and visual sensibility," the brand noted in a statement. Mr. Chan-wook collaborated on A Rose Reborn's script with Japanese script writer Ayako Fujitani and Korean script writer Chung Chung-hoon ([see story](#)).

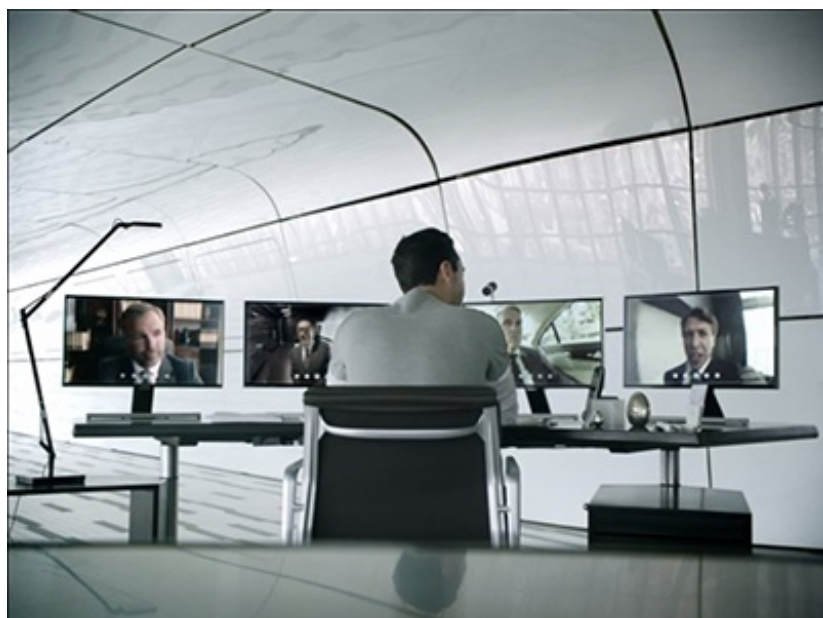
Actors Jack Huston and Daniel Wu star in the series.



*Jack Huston, Park Chan-wook and Daniel Wu for "A Rose Reborn"*

The initial episode, "You're Not Wearing That," appeared on social media Sept. 15. A microsite was created to house all campaign content, but fans can also view the video on YouTube.

"You're Not Wearing That" maintains a low-burning sense of dread throughout and begins with the protagonist, Stephen, slouched in a chair in his luxury home, overwhelmed by instructions pouring out of four, live-streaming computer screens.



*Video still*

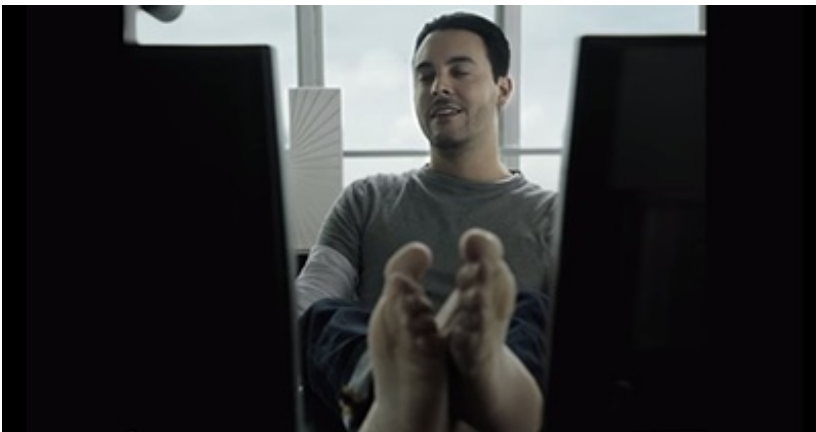
Stephen yells for calm and the men on the screens take turns advising him on his imminent meeting with a Chinese billionaire.

The billionaire is described as eccentric, demanding and enigmatic. Stephen appears to be against the meeting, claiming that he did not create the "technology" to get rich, so he does not need to sell the business to turn a profit.



*Video still*

However, all his advisors gang up on him, forcing him to go along, and telling him to go get dressed because he's certainly not wearing that in the meeting.



*Video still*

Stephen continues to fret on the phone as he enters his dressing room that is essentially a Zegna showroom. Shelves and closets are filled with Zegna attire and assistants mill about with potential suits that Stephen brushes away.

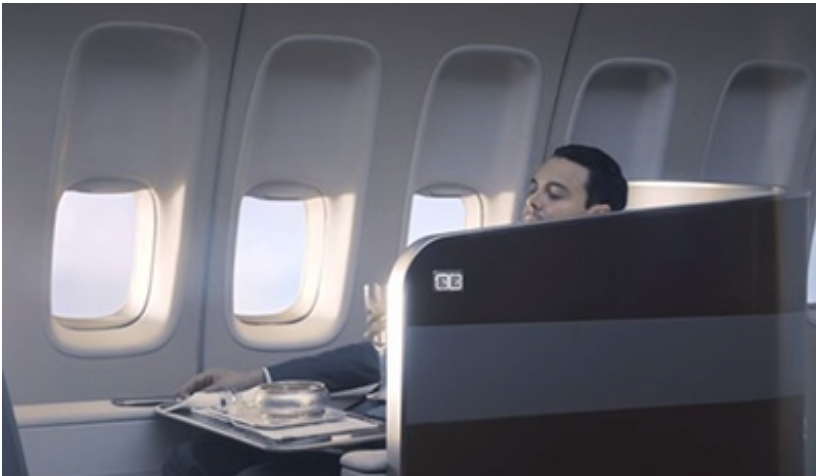
These scenes showcase the brand's Couture Collection, an off-the-rack collection.



*Video still*

Eventually, a fitting team enters and begins to take his measurements for a new suit. He learns that, instead of going to China, he must travel to Wyoming for a meeting 200 meters underground.

The next scene shows Stephen weary, sipping Champagne in first class.



*Video still*

Suddenly, the episode concludes with Stephen descending in a dingy, Wyoming elevator with a group of miners.



*Video still*

Fans are invited to come back for the next episode Sept. 24, and the remaining videos will be released in similar fashion.

Embedded Video: [//www.youtube.com/embed/NKi2XQkFplg](http://www.youtube.com/embed/NKi2XQkFplg)

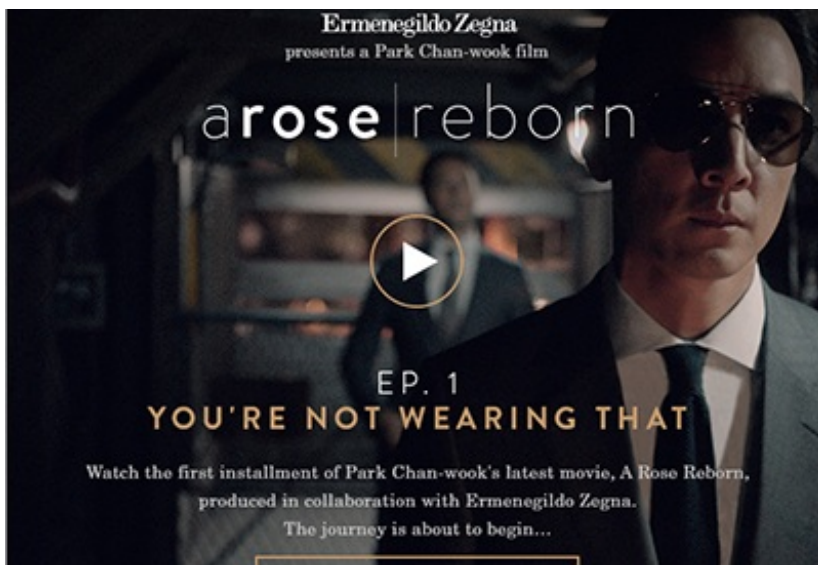
*"A Rose Reborn" movie by Zegna: Episode 1*

The microsite allows fans to follow the film series, read about the cast and inspiration behind the project and also to embark on a personal journey.



*A Rose Reborn Microsite*

In addition to promoting the film on social media, Zegna sent out an email blast to subscribers, inviting them to "begin the journey."



*Body of Zegna email*

The brand will debut the film, in its entirety, at the Busan International Film Festival and the Festival Internazionale del Film di Roma in October.

Larger world

Other fashion labels have taken a cinematic approach before.

For instance, Miu Miu has been committed to an extensive film series celebrating women. The brand screened its latest short female-centric film at the Venice Film Festival Aug. 28.

"Somebody," directed by Miranda July, was presented at the film festival along with the last Women's Tales film "Spark and Light." Presenting these movies as part of a larger

film festival allowed the brand the opportunity to reach an artistic audience that may differ from its usual followers ([see story](#)).

Also, Italian automaker Lamborghini worked its way through a four-part video series that called for fans to share to unlock new content leading up to the release of a new model.

The Hexagon Project followed a few jumpy Lamborghini enthusiasts who want to break into the brand's factory to uncover the new Cabrera model. Draping the product release in a comedic video series may have captivated fans who were not used to playing an intimate role in car releases ([see story](#)).

Similar to Lamborghini, Zegna will have to find a compelling reason for fans to keep coming back for more content.

"Sustained attention to this campaign relies heavily on how the content is distributed," Ms. Scott said. "Due to the length of the video, it may be hard to capture consumers' attention for that long if there isn't a clearly communicated pay-off."

"In order to get consumers to come back for more, it's important to be up-front about the benefit to them," she said. "Why should they continue coming back? Without being invested in these characters or this narrative, suspense alone may not draw them back to see what's next."

"However, if the brand can surprise consumers with Episode 2 through social media or pre-roll retargeting, it could pay off in the end."

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/ptfDQI9U2AA](https://www.youtube.com/embed/ptfDQI9U2AA)

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