

INTERNET

Armani illustrates runway inspiration to prompt collection perusal

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Look from Armani spring/summer 2015 show

By SARAH JONES

Italian fashion label Giorgio Armani is revealing the role nature played in shaping its spring/summer 2015 collection with a short film.

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"Sabbia" was directed by Oscar winner Paolo Sorrentino, and mimics the monochromatic tones of the collection in the landscape captured. This approach will likely spur consumers to investigate the collection's details more closely.

"Heritage brands proudly produce and release dedicated shorts reflecting on inspiration on a regular basis," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York. "They enjoy offering a highly-polished window toward their soul, here a monochromatic nautical-naturalness that ultimately celebrates sharp tailoring and chic casual in its spring/summer 2015 collection.

"The video short is intriguing," he said. "It focuses on flow and lines of sea, land, metals and body in an untouched, detailed manner, boldly demonstrating in fashion even the intended unerotic is brashly sexy.

"Its narrative seemingly would affect a shopping audience to dig deeper in the collection,

outfitting wardrobes with several pieces for multiple looks."

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

Armani did not respond by press deadline.

Getting inspired

Armani published Sabbia to its social accounts, Armani/Live content site and YouTube channel following its runway show live-stream on Sept. 20.

On Armani/Live, the brand explains the video's connection to the collection in text, saying that the fabrics in the collection "possess a naturalness devoid of any exoticism."

At the beginning of the video, serene water is seen, underscored by the sound of crashing waves. The camera angle shifts, and water rushes up onto a shore, shown from the perspective of the rocky sand, which crackles.



Still from "Sabbia"

The film transitions back and forth from the bubbling rocks to quiet images of shorefront dwellings and a single feather blowing on the side of a rock formation.



Still from "Sabbia"

After illustrating the pent-up energy in the landscape, the film shows the first live characters, a man and woman lying intertwined beneath a tangle of ropes. Their

breathing becomes the soundtrack as the beach is shown from different angles.

Juxtaposing the couple that is now a part of nature, at the end of the film, a dog runs across the beach.

Embedded Video: [//www.youtube.com/embed/qtFIPp2FRuI](http://www.youtube.com/embed/qtFIPp2FRuI)

Sabbia by Paolo Sorrentino for Giorgio Armani

With the video, Armani explains that the pair is meant to invoke a sense of “sleep and dreams,” with the setting a place “where everything is renewed.”

Mr. Sorrentino, most well-known for his Academy Award winning 2013 film “The Great Beauty,” filmed Sabbia in Stromboli and Lipari, two islands off the coast of Sicily.

Access pass

Other brands have traced a designer’s geographical inspiration through film.

U.S. fashion label Michael Kors is bringing consumers to the place of inspiration for its fall/winter 2014 runway collection through a digital travel guide.

The label’s eponymous designer was inspired by the Big Sur region of California, centrally located on the coast of the state, and is inspiring consumers to take a trip there themselves through a travel diary blog post and social video. Though a beach scene may seem like an unconventional setting for a fall marketing effort, the travel content speaks to the personal inspiration of the collection ([see story](#)).

Many fashion brands are finding ways to go beyond the solitary live-stream to give fans an in-depth look at their new collection.

Social media and live-streaming have become a necessary part of a fashion brand’s runway show strategy as consumers increasingly look for insider access.

Across platforms, brands found ways to bring their show to life in new ways, whether incorporating a photo trend or speaking directly to consumers during the show. With so many platforms to consider, brands have to choose what content to publish where to achieve the best results ([see story](#)).

Compared to other efforts surrounding fashion weeks, Armani’s commissioned film does not show any of the apparel referenced, leaving it as more of a fantasy art piece.

"Branded media devoid of product is quite confident and measured," Mr. Farkas said. "It invites an intelligent audience to begin toward combinatorial play in their minds, weighing and integrating the cinematic narrative with brand awareness and the instant collection.

"At its best, Armani's fashion flows with the forces of nature during purchase consideration, wearing and word-of-mouth with friends," he said. "If less effective, the clip is still visually interesting, well-produced, and often serves as a lead-in touchpoint for other media perusal and consumption."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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