

INTERNET

## Bally coincides film series with digital magazine launch

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*Bally design team*

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By NANCY BUCKLEY

Swiss footwear and accessories label Bally is elevating its position in the art world with the release of a 10-part video series created at Art Basel this year.

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**Luxury Daily**

"Under Construction" is a collection of interviews with artists that began in Bally's recently launched digital magazine, "Function & Modernity." Focusing attention on journalistic and film endeavors that highlight modernity and artists from several realms will likely reflect upon Bally's own artistic designs.

"It's neither a surprise nor something new where luxury brands align themselves with the art world," said Duncan Hall, strategy analyst at [Siegel+Gale](#), London.

"By featuring artists, in particular modernist artists, Bally is able to align its brand with something deeper than a commercial or luxury product," he said.

"This connection ideally adds to its value proposition – what their brand can give people. In a luxury market that is increasingly competitive having high quality materials, leading designs and flawless production of products are no longer enough to position brand above another. There has to be something else, an x-factor of sorts that gives consumers a

feeling of true uniqueness. Through featuring modernist artists Bally is telling consumers they value and embrace art and it's something inherent in their culture, thinking and products."

Mr. Hall is not affiliated with Bally, but agreed to comment as an industry expert.

**Bally** was unable to respond by press deadline.

New side of Bally

Samuel Boutruche is the first artist featured in Jérôme Sans' Under Construction series that interviews various artists. Each film in the short series begins with Mr. Sans talking about the nomadic house that was designed by Jean Prouvé. The artists are standing next to the house.

Bally proved its design credibility with the installation of the house during Art Basel in Switzerland.

"Form Scratch" was an art piece resembling a house that was suspended over the Rhine River, with an accompanying exhibit dedicated to the work of architect Pierre Jeanneret. This allowed Bally to further communicate its own design aesthetic ([see story](#)).

"Since its founding in 1851, Bally has continually evolved as a luxury brand – starting first with footwear and expanding later into clothing, handbags and leather goods," said Jim Gentleman, senior vice president of account management and strategy at [SK+G](#), Las Vegas. "But to survive and thrive in luxury retail today, brands must transcend product categories.

"Bally's digital magazine, Function & Modernity, and its Under Construction video series featuring world renown artists are both focused on positioning Bally as a modern-day lifestyle brand," he said.

"Bally wants to be about more than shoes or handbags. It wants to be synonymous with modern design, bespoke travel and all things a luxurious life brings."

The first released short film features Mr. Boutruche talking about Form Scratch and the idea that it is in transit sitting in the wind above the river. He speaks about the connection between art and design and how artists are doing more design and designers try to incorporate more art into their work.

Mr. Sans' last question to Mr. Boutruche is "What does it mean to be modern?" Mr. Bouchtruche answers that to be modern is to give people a point of view.

Embedded Video: [//www.youtube.com/embed/tY7xCzFrGT8?list=UUUypQ480WUk-YkZcGGtqQ6Q](https://www.youtube.com/embed/tY7xCzFrGT8?list=UUUypQ480WUk-YkZcGGtqQ6Q)

*Under Construction video*

The 10 short films will offer insight into the artists' perspectives and the concept of modernity influencing contemporary art.

Each short film will be released on Bally's new digital magazine, Function & Modernity.

The online publication is led by journalist and editor Thomas Erber.

BY BALLY

## FUNCTION & MODERNITY

WITH THOMAS ERBER

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TRAVEL TIP: SARTORIA RESTAURANT, LONDON'S MAYFAIR  
BY THE TRAVEL ALMANAC / 26.09.2014

UNDER CONSTRUCTION BY JEROME SANS  
BY THE EDITORIAL TEAM / 24.09.2014

THE DESIGNER Q&A: THIERRY GAUGAIN  
BY THOMAS ERBER / 24.09.2014



### *Function & Modernity*

Mr. Erber and his team will dedicate the publication to visionary artists that have changed design forever. It will focus on more than lifestyle, including the creation process, multi-cultural influence and artistry affects that manipulate designs.

Every week for 10 weeks consumers and fans will be directed to Function and Modernity through the release of a new short film.

#### Digital efforts

Film series let consumers leave the expected aspects of a brand to gain a better understanding of its background.

For instance, U.S. fashion brand Marc Jacobs is highlighting its store employees' personal style through a series of Instagram videos.

The #MJCommute shorts shows associates biking, driving or walking to work wearing head-to-toe Marc Jacobs styled their own way. With this series, the employees act as brand evangelists, communicating who Marc Jacobs the company is beyond its eponymous founder ([see story](#)).

An online publication allows a brand to create original, unique and direct content for consumers.

For example, French fashion label Christian Dior announced the launch of DiorMag, an online magazine that positions the brand as an innovative storyteller, entertainer and purveyor of the height of luxury products.

DiorMag is available as a section on the Dior Web site and includes articles, images, current news and product galleries. DiorMag had the potential to secure brand loyalists

and drive transactions, per experts ([see story](#)).

Creating more than commerce and advertisements has become an standard among luxury brands.

"The Under Construction interview series is all about creating content that Bally customers, and perhaps future customers, care about," SK+G's Mr. Gentleman said.

"It's not enough these days to offer product-heavy Web sites and retail-driven social media campaigns," he said. "Brands in general – and luxury brands in particular – must create content that consumers covet.

"By producing this series of 10 interviews with innovators from the art world, Bally is not only providing entertaining and informative content for its customers but also associating its brand with progressive, relevant artists that results in a powerful halo-effect for Bally's fashion business."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York.*

Embedded Video: [//www.youtube.com/embed/NjX82aAQrKg](https://www.youtube.com/embed/NjX82aAQrKg)

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