

INTERNET

Bally teams with GQ for branded how-to videos

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Bally belt

By STAFF REPORTS

Swiss footwear and accessories label Bally is launching an advertising video campaign with British GQ.

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The video series will feature British GQ team members and a YouTube star in sponsored how-to videos. The videos feature Bally's products and aim to educate male consumers about different fashion and style tips, a concept that is commonly used by brands for more feminine products.

How-to education

GQ's style director Robert Johnston and GQ.co.uk's fashion editor Nick Carvell partnered with vlogger and YouTube star Jim Chapman. This teaming has created 10 short videos.

The videos range from "How-to dress to flatter your proportions" to "How to pack for a city break." Male readers of GQ will be able to view these videos on the sponsored Web page on GQ's British Web site or on Condé Nast UK's YouTube channel.

Embedded Video: [//www.youtube.com/embed/WCr5ZJpup0?list=UU4qxEVtfjFdZGv-](http://www.youtube.com/embed/WCr5ZJpup0?list=UU4qxEVtfjFdZGv-)

How-to video

Each video features a Bally product as part of the tutorial.

As retailers and fashion brands begin to pay more attention to discerning male consumers, British fragrance house Penhaligon's developed a full range of grooming products.

Penhaligon's first grooming range was conceived to cater to the needs of the modern gentlemen through various products, all using the perfumer's Bayolea scent. Due to the strength of the high-end beauty industry, and with male-focused products on the rise, Penhaligon's will likely see a boost in awareness as it introduces the new range ([see story](#)).

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