

ADVERTISING

## Kenzo campaign channels intergalactic inspiration in Instagram videos

January 21, 2015



*Image from the Kenzo spring/summer 2015 campaign*

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By KAYSORIN

Parisian fashion label Kenzo is releasing its spring/summer 2015 collection with a campaign that features a futuristic, urban environment and a number of short videos to give consumers an opportunity to see the clothes in action.

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**Luxury Daily**

Kenzo worked with Toilet Paper magazine directors Maurizio Cattelan, Pierpaolo Ferrari and Micol T also to produce the campaign that is intended to convey both familiarity and surprise. Images and videos were released on Facebook and Instagram as well as on the brand's Web site and will likely inspire excitement about the new collection.

"The goal of the partnership is twofold," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer, "[Both] to utilize the aesthetic and creative talents of the Toilet Paper team and earn additional visibility from their audience for the Kenzo campaign.

"Using Instagram to further distribute the content created around the campaign is effective due to the visual focus of the social network."

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

Kenzo did not respond by press deadline.

Out of this world

Designers Carol Lim & Humberto Leon created the collection for Kenzo, which is owned by luxury conglomerate LVMH. The campaign advertises Kenzo apparel and accessories, including bags, scarves, sunglasses, footwear, jewelry and clothing.



*Image from the Kenzo spring/summer 2015 campaign*

In a branded statement on Facebook, Ms. Lim and Mr. Leon said, “For us, Toilet Paper [was] an obvious choice for us to work with on this project. The strength and impact of their work is often in the most subtle visual tricks which become more powerful the longer you are exposed to them.”

Many of the images are set in clusters of skyscrapers that appear to be floating through outer space. In some, models stand on top of the buildings, while in others the clothing itself is draped over the structures.



*Kenzo footwear featured in the campaign*

The very short video clips that have been released thus far include one in which models standing on a life sized chessboard swat at giant chess pieces to avoid being hit in the face. In a second video, a pair of hands climbs an asteroid, while a third features a pair of men's sneakers hopping from rooftop to rooftop in the futuristic city.

Kenzo frequently tries to go against the seasonal trends that other brands follow and attempts to produce unique work. This campaign highlights Kenzo's maverick aesthetic with its extraterrestrial theme, while still maintaining a commitment to spring style with its pastel colors.



*Kenzo bag and apparel in an image from the campaign*

### Digital delights

Kenzo has previously used fantastical settings for its campaigns. In the fall of 2014 it took consumers inside the atmosphere of its collection with a 3D digital museum.

The brand's "Grace to the Nth Power" let consumers use their phone or mouse to navigate the virtual space, which was complete with videos and a gift shop. Taking consumers on a physical journey through a video series leads to a more immersive experience than simply collecting films on a flat microsite ([see story](#)).

Kenzo also consistently uses mobile marketing to engage consumers. In 2014, the brand created an interactive experience for its pop-up at French department store Printemps' Haussmann flagship.

Kenzo Loves Printemps, the brand's first mobile app, let consumers browse through the collection of exclusives created for the pop-up, as well as enter a contest through an interactive game. Providing a digital tie-in to the physical retail environment will help get consumers actively engaging with the brand on mobile ([see story](#)).

Ideally this new campaign will inspire fans to purchase the collection, but the results are still unclear.

"It's hard to say if it'll be successful or not since the campaign just launched, but by choosing to work with a partner that reflects some of the similar inspirations as the brand, the initiative is far more likely to succeed," Mr. Honigman said.

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/An2fy\\_UaqqA](https://www.youtube.com/embed/An2fy_UaqqA)

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