

INTERNET

Bally communicates timeless appeal with '60s-inspired film

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Bally's "Coming Down"

By SARAH JONES

Swiss apparel and accessories label Bally is expressing its values by bringing together the worlds of music and fashion in a short film featuring pop duo Singtank.

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Luxury Daily

"Coming Down," released March 3, depicts singer Josephine de le Baume's as an actress pacing around her Los Angeles home being subjected to yet another phone interview. The film was inspired by interviews with Bridget Bardot and takes place in a house that dates from 1956, enabling Bally to pay homage to its modernist heritage as well as communicating a feeling of timelessness.

"Bally's place in our culture is much more than as a seller of fine shoes, handbags and other luxury goods," said [Jeff Hasen](#), a Seattle-based mobile marketing strategist. "It sells an allure and an exclusive feel that separates it from the others.

"Bally is pushing the bounds of creativity, much like Miss Bardot has done in all of her incarnations."

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

Bally was unable to comment directly.

Fashion on film

Bally released *Coming Down* on both a Facebook application and a dedicated Web page.

The four-minute film, directed by Emmy-nominated Francesco Carrozzini, begins with a red manicured hand flipping a tape deck on, playing a recording. In French, with English subtitles, the recorded voice talks of how the subject is late for appointments, but what bothers people is that there is no suffering in getting there, since they would like to see a sense of struggle, making a parallel to success.



Video still

A woman dressed in a blouse, full skirt and heels is shown from behind walking into a house via glass sliders. Her rotary phone rings, and she picks up and begins to talk about her beginnings as an actress.

She crosses through the house, bringing the phone with her as she goes. She stares out the window as the speaker on the other end tells her how hard he knows it must be for her before breaking into song.

While changing into just an oversize sweater, she talks of how “her life looks like a big prison.”



Video still

The actress meanders out to the pool as she talks about the media, saying how she would

give anything for them to stop talking about her.

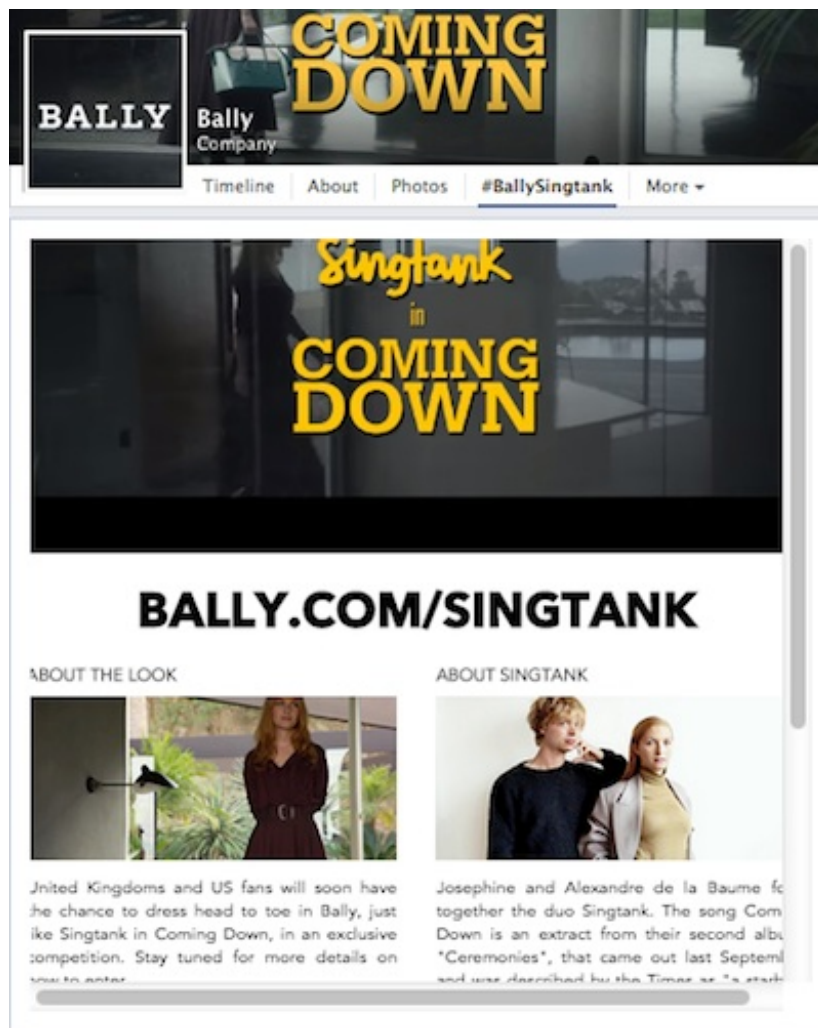
Alexandre de la Baume, the protagonist's brother and other half of Singtank, makes an appearance as the interviewer, shown with sunglasses on sitting outside on a phone.

Eventually, the actress drops the phone into the pool, and it sinks.

Embedded Video: <https://www.youtube.com/embed/h3JcuOdjRvQ>

Coming Down by Francesco Carrozzini starring Singtank's Josephine and Alexandre de la Baume

On the Facebook app, Bally shares that United States and United Kingdom consumers can soon enter a contest to be able to dress "head-to-toe" in the brand. Bally also includes a short bio of Singtank.



Screenshot of Bally Facebook app

Additional features on Bally's Web site include information on the setting of the film, the Harpel House. The dwelling was designed by architect John Lautner in 1956 and sits in the Hollywood Hills.

A behind-the-scenes film delves further into the location.

Design dedication

Bally has previously paid tribute to modernism and architecture with online features.

The brand elevated its position in the art world with the release of a 10-part video series created at Art Basel this year.

“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 ([see story](#)).

Recently, the brand showed its ties to Hollywood with prime product placement.

Swiss apparel and accessories brand Bally is including consumers in its trip to Los Angeles for the Academy Awards, where its briefcase has a starring role.

On Instagram and a dedicated microsite, consumers can follow as [#BallyGoesToHollywood](#), which include photos documenting the journey of this important briefcase, which is being carried by a mysterious “Mr. B.” Without social media integration, consumers may be unaware of the brand’s appearance during the Oscars ([see story](#)).

Bally has been ramping up its digital efforts, and this film enables the brand to reach a younger audience than it can via traditional media.

"This is a campaign that gets people talking and lends itself to an exchange of ideas about it via social means," Mr. Hasen said. "It certainly isn't a 'me-too' execution, something Bally would dismiss in a heartbeat."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/ViGPYE60BqM>

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