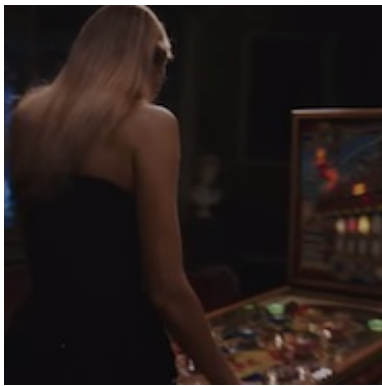


ADVERTISING

Givenchy films models engaged in childhood games for fall campaign

June 16, 2015



Video still from Givenchy fall/winter 2015 campaign

By STAFF REPORTS

French fashion house Givenchy is reliving childhood pastimes with its fall/winter 2015 advertising campaign.

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In a 30-second video released online prior to any campaign stills, models have taken over a mansion, playing arcade games and basketball in tailored attire. This unconventional scene will likely make consumers pause and create a sense of nostalgia for their own younger years.

Playing games

Givenchy shared its campaign film on social media, directing consumers to its Web site to view the full campaign, which will be revealed soon.

The campaign, directed by Mert Alas and Marcus Piggott and styled by fashion editor Carine Roitfeld, was conceived by brand creative director Riccardo Tisci.

In the film, models are first seen in almost slow motion, each alone in a part of an expansive, dimly lit house. They ride bikes across carpets, bounce basketballs off wooden tables or jump rope next to plush armchairs.

As the video develops, the editing cuts to the individual scenes more rapidly as the music picks up, building up energy.

Embedded Video: <https://www.youtube.com/embed/blfeP4fNDUs>

Givenchy fall winter 2015 ad campaign

Givenchy brought life to its fall/winter 2014 ad campaign with a flirty video featuring models grooving to a drum-heavy soundtrack by The Martinez Brothers.

The video, the first social film of its kind from Givenchy, cuts quickly between individual male and female models dancing. One of the faces of the campaign shot by Mert Alas and Marcus Piggott is reality television star-turned model Kendall Jenner, which may get the brand more attention on social media and in the tabloids ([see story](#)).

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