

ADVERTISING

## Moncler tells heartfelt fairytale for fall advertising campaign

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*Image from Moncler's fall/winter 2015 campaign*

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By SARAH JONES

Italian apparel label Moncler is communicating a message beyond clothes in its narrative fall/winter 2015-16 advertising campaign inspired by Nordic, Russian and Slavic folklore.

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**Luxury Daily**

"An Icelandic Fairytale" weaves the story of a twin brother and sister who set out on an adventure across a snowy landscape through successive images shot by Annie Leibovitz. This narrative approach has opened up opportunities for Moncler to engage with consumers on an emotional level as it gradually releases more of the story online.

"The Icelandic Fairytale theme enables Moncler's fall/winter campaign to do double duty," said Kristen Dillman, business development manager at [The O Group](#), New York.

"Shot in Iceland by Annie Leibowitz, the snow covered and craggy setting ties in with Moncler's heritage as a cold-weather performance wear brand, with roots in mountaineering and later skiing," she said. "The 'Fairytale' the brand has chosen to tell, a bit more with the release of each new campaign image, enables Moncler to move beyond showcasing the practical benefits or design aesthetic of product and instead infuse the brand itself with a bit of whimsy and surprise."

Ms. Dillman is not affiliated with Moncler, but agreed to comment as an industry expert.

**Moncler** was unable to comment directly before press deadline.

### Family ties

Moncler's fall campaign features real-life brother and sister Lucky and Pyper Smith of the Atomics, which also includes sisters Starlie and Daisy.

Rather than release all of the campaign images on social media at once, Moncler has instead opted to use the medium to gradually unveil the original narrative created.

On Instagram and Twitter, Moncler set the scene with the first piece of the story, which tells of the two young twins, also named Lucky and Pyper, who have the same "hair lighter than the midnight sun and eyes of a clear sky-blue." This pair lives alone together and each has a strong affection for the other.



*Moncler fall/winter 2015-16 campaign image*

The image that accompanies this exposition is of the duo standing in front of an icy mountain range. While they wear Moncler attire, the focus becomes more about them as characters than the clothes.

In the next pane, revealed a day later, the twins set out on a journey, and trouble strikes when they encounter the Ice Queen. She falls in love with Lucky and keeps him from his sister by enclosing him in a magical circle and wiping his memories of her.

Moncler's campaign then shows the Ice Queen with her white fur-lined cape enveloping Lucky, keeping her close to him with her powers.



Next, Pyper is carried away from her twin by a snowstorm, but does not give up hope. Instead she sets out to save Lucky, and finds a new protective companion in a white wolf. The campaign illustrates with a photo of Pyper alone wearing a silvery parka and carrying her wolf friend on her shoulders.



*Moncler fall/winter 2015-16 campaign image*

Next the consumer sees Lucky looking out from his icy prison as he begins to remember his sister. These memories stir and break through his frozen heart.

The twins then reunite with each other simply by listening to their hearts. An old man helps them board a ship, and they are ferried away from the Ice Queen's domain and live happily ever after.

At the end of its tale, Moncler explains the moral by writing, "Even the hardest, seemingly impenetrable ice can guard the warmth of the purest form of love. Layers and layers of ice can conceal the secret and harmonious sense of a profound emotive link. One which is worth fighting for, when necessary."



*Moncler fall/winter 2015-16 campaign image*

This furthers the brand's references to classic tales such as J.R.R. Tolkien's novels, Hans Christian Andersen's "Snow Queen" and the Baba Yaga genre.

In addition to sharing campaign images on social media, Moncler hosted a Twitter chat with Vanity Fair Agenda, the creative arm of the publication. Here, Moncler shares what it was like to shoot in Iceland, where most of the land is untouched by humans.

Embedded Video: <https://www.youtube.com/embed/sfdXUM7n9ZI>

*A Moncler Icelandic Fairytale by Annie Leibovitz*

Moncler explains in a brand statement, "It is another emblematic journey which tackles and assimilates nature, although we quickly realize it is not the stage upon which the events are played out, nor is it designed to act as a mere backdrop for the action. The landscape is entirely given over to the lifeblood of nature and actually plays a leading role. A mutual, heartfelt relationship with nature which has always embodied the Moncler approach."



*Moncler fall/winter 2015-16 campaign image*

Telling stories

A narrative approach is frequently used by brands for their campaign films, but it is a less common concept for still advertising images.

For example, French fashion label Kenzo is looking back on 1990s teen culture for its fall/winter 2015 campaign that centers on a commissioned short film from director Gregg Araki.

"Here Now" visits a "teenage wasteland" in southern California filled with angst, romance and rebellion, using Kenzo's collection as costumes that help to differentiate the different characters. Kenzo wanted this campaign to go beyond clothing advertising, therefore incorporating apparel as a narrative device enables the commercial aspect of the film to be more subdued ([see story](#)).

Also, British fashion house Alexander McQueen created a surreal narrative film to accompany its spring 2014 print advertising campaign.

The film features British model Kate Moss, a longtime collaborator of the house, in a futuristic world. By creating a narrative-driven video, the brand was able to communicate more about the collection and attract more shares of the video ([see story](#)).

"Heritage luxury brands must constantly balance the serious undertones often associated with history and craftsmanship with the surprise and delight consumers expect from a luxury experience, and Moncler succeeds on this note," Ms. Dillman said.

"Releasing the campaign content via social media in July allows consumers to fantasize not only about the latest collection, but also about the feeling of infamous Moncler down on a cold day - perhaps while they are browsing Instagram from a sweltering subway platform," she said.

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/mzFfOyQ9zLE>

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