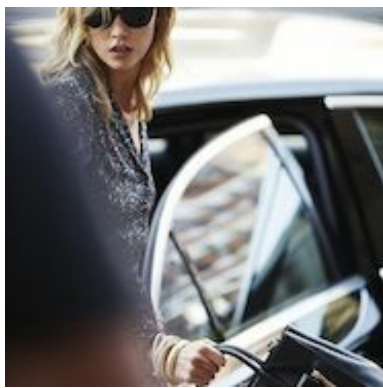


ADVERTISING

## DVF goes undercover with secret agent fall campaign

August 4, 2015



*Image from DVF's fall 2015 campaign*

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By SARAH JONES

U.S. fashion label Diane von Furstenberg is showing its “sexy, mysterious, alluring” side with a fall campaign that explores the multifaceted appeal of its consumer.

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“Secret Agent” casts model Karlie Kloss as a multitasking “woman on a mission,” with the versatile handbag of the same name her consistent partner in style as she transitions from her day life to her nighttime rendezvous. Through a number of costume changes, the model helps consumers visualize the use value of the accessory.

“The bag's concept is genius,” said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. “The fact that many women carry their entire lives in one, single bag is a great insight that DVF must have used to create the new bag that detaches and customizable so it fits the woman's life, from day to night.

“The bag's design is similar to what several people think of when the topic of a secret agent comes to mind - having the ability to change at a moment's notice and blend in to the crowd or stand out, if they wanted to,” he said. “The concept of the bag and the preconceived notion of a secret agent just fits perfectly.”

Mr. Louangvilay is not affiliated with DVF, but agreed to comment as an industry expert.

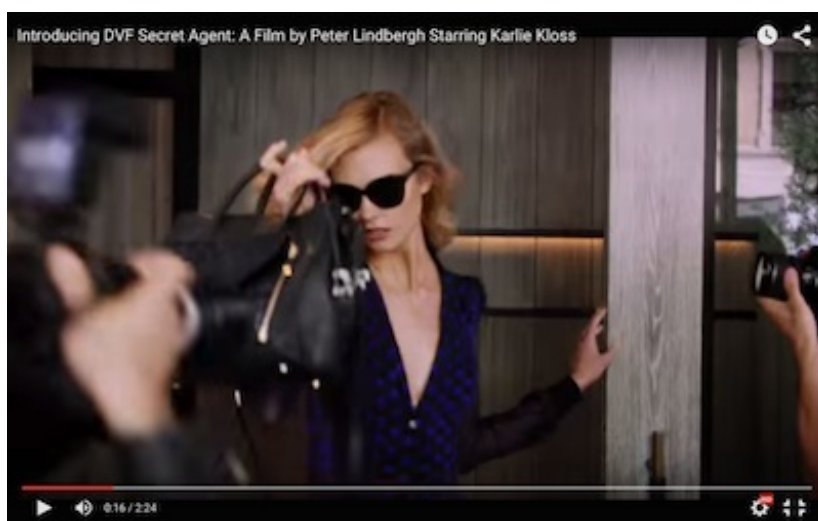
DVF was unable to comment directly before press deadline.

### Incognito

DVF teased its campaign video leading up to the premiere on Aug. 3, letting consumers in on the theme and face of the effort before its debut.

The two-minute campaign video, shot by Peter Lindbergh, begins by showing Ms. Kloss walking with a purpose down a dimly lit hallway to a soundtrack reminiscent of classic action movies.

Her Secret Agent bag is in tow when she emerges from a doorway to greet a throng of paparazzi. She uses the tote bag as a shield from their cameras until she can reach her chauffeured car.



### *Video still*

While in the vehicle, she begins to change her outfit, which gets her a second look from her driver.

She re-emerges from the car and runs into a building. She places her handbag on an x-ray machine and the viewer can see the contents on a screen as it passes through, revealing she is carrying a large collection of items in her Secret Agent.



## *Video still*

As she gets in the elevator, her driver tries to run to catch her but the door shuts in front of him. On her way up, she again changes outfits, but still walks out with a Secret Agent, showing the many styling options of the bag.

Now in an evening look, she detaches the front part of the bag and carries it as a clutch.

Ms. Kloss walks up a fire escape, leaving the tote frame behind on the stairs as she enters a restaurant kitchen. While she makes her way through the cooks, her suitor follows.

They finally meet up at the bar and leave together.

Embedded Video: <https://www.youtube.com/embed/bK82g07Z6oI>

## *Introducing DVF Secret Agent: A Film by Peter Lindbergh Starring Karlie Kloss*

"This communication effort continues to build on DVF's empire that the collections are chic, effortless and transitional," Mr. Louangvilay said. "The video does a smart job at explaining how the bag is customizable and designed to fit in almost any setting. In addition, the video shows off DVF's wrap dresses beautifully."

The campaign promotes the Seduction Collection, which the brand linked along with its video on social media.

On the choice of Ms. Kloss as the face of this campaign, Ms. Von Furstenberg explained in a blog feature, "Like the DVF Secret Agent, Karlie is a true multi-tasker... she is a model, yes, but she is also a student, a philanthropist, an entrepreneur. She is so many things and that is really what we wanted to communicate about the bag and the woman... Karlie also has an effortless beauty and a joie de vivre that is so important!"

## *Fashion-forward props*

Putting a handbag at the center of a narrative campaign can help women see how it would fit into their own lives.

Fendi romanticized its fall handbag line and Italian roots through an exclusive short film in which its 2Jours bag had a starring role.

The chic female lead in the label's "Romance 2Jours" film used her 2Jours bags as props during a seemingly top-secret exchange with another woman. The video's nondiscriminatory silent storytelling technique may have given the label a boost on a global level ([see story](#)).

DVF frequently spotlights independent, multi-talented women in its efforts.

U.S. apparel designer Diane von Furstenberg teamed up with it-girl DJ Harley Viera-Newton for a holiday campaign and collection to attract a younger audience.

Both the video and the campaign were inspired by Ms. Viera-Newton's cat Marmite, with feline-themed accessories. By using a well-known tastemaker as the star of its newest campaign, DVF will be able to reach not just its own fans, but Ms. Viera-Newton's as well

([see story](#)).

The selection of Ms. Kloss, famously best friends with pop star Taylor Swift, will further the brand's efforts to reach millennials.

"This campaign uses one of the most in-demand models right now, so it will definitely grab the attention of DVF's aspirational consumers as well as its core audience," Mr. Louangvilay said. "The secret agent aspect of the campaign speaks to all the people who only imagine living day-to-day like they're on a mission.

"I think this campaign will definitely create interest as it's already been featured in the top fashion magazines and the social media response has been positive."

## **Final Take**

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

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

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