

INTERNET

MyTheresa touts exclusive Balenciaga looks in humorous fashion film

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Balenciaga fall/winter 2015 campaign image

By STAFF REPORTS

Neiman Marcus-owned retailer MyTheresa is teaming up with Balenciaga for its first fashion film.

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"Une Incroyable Excuse," or "An Incredible Excuse" tells the story of the latest in a string of seemingly outlandish tales from one member of a trio of young ladies who is perennially unpunctual for their meet-ups. Though also intended as entertainment, the film enables the retailer to showcase some of the fall Balenciaga fashion available only through MyTheresa.

Commerce context

MyTheresa's video launched on fashion film site ShowStudio on Oct. 11. Currently viewable via the retailer's YouTube account, it will debut on MyTheresa.com later this week, according to [WWD](http://WWD.com).

At the start of the two-minute film directed by Danny Sangra, two friends sit in the Parisian restaurant Caviar Kaspia discussing their friend Polly, who is supposed to be joining them, but is nowhere to be found. In French with subtitles, they explain that she always has an unbelievable excuse, which last time was a fox trapped in her bathroom.

Polly rushes in and explains that she could not find her car keys, so she looked inside her bag. In a flashback, the handbag is shown emitting a bright light, as Polly in the present leaves her friends in suspense.

Unable to voice her discovery, Polly hands the bag to her friend, who opens it and sees a portal to another dimension. The other pal is skeptical until she also looks for herself, but all remain subdued in their reactions, aside from calling it magnificent or incredible.

Exclusive mytheresa.com x Balenciaga Film

The same team has previously collaborated on projects that turn a humorous eye toward fashion film.

German automaker Mercedes-Benz promoted its role as title sponsor of Berlin's fashion week with an episode of its "Fashion Creatives" series that poked fun at fashion advertising tropes.

"A Fistful of Wolves," also directed by Mr. Sangra, followed Justin O'Shea, buying director for ecommerce site MyTheresa, through a handful of vignettes, as he dramatically interacted with fashion editors. This showed that Mercedes does not take itself too seriously, and communicated that the brand is an insider, and therefore able to

tease itself ([see story](#)).

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