

INTERNET

## Canali shows clothing speaks louder than words in tongue-in-cheek shorts

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*Canali Moments campaign*

By SARAH JONES

Italian menswear label Canali is demonstrating the power of the right suit through a humorous series celebrating romantic milestones.

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Canali's "Moments" campaign offers tongue-in-cheek tips for picking the right attire when appearance matters most by following a man's preparations for a first date, meeting his girlfriend's parents and proposing. With proposal season approaching, this series is apt to resonate with many of Canali's consumers looking to take the plunge themselves.

"Moments is a new series of short videos that focus on milestones within the life of a man, key moments where looking good is important," said Elisabetta Canali, group communications director at [Canali](#), Milan. "Canali created these videos to entertain visitors to [canali.com](#), and while we aren't by any means saying, 'This show you how to dress for a first date,' we love the idea of showcasing fun and light-hearted ways to live these moments with elegance and style, and on the way pick up some handy wardrobe tips, too.

"The gentleman's wardrobe has long been defined by clear rules of what to wear when," she said. "We liked the idea of relaxing these rules and exploring the light-hearted side of dressing, which is a lot like our Canali collection, where we maintain a traditional approach to craftsmanship and sartorial construction, mixed in to a contemporary approach to dressing."

### Dress to impress

Canali's series is situated on a hub of the brand's Web site, using email campaigns and social media posts to drive traffic to the feature. On this page, the brand invites consumers to "Let [their] clothes do the talking."

Illustrating this are three videos featuring British actor Joseph Arkley, the first of which takes consumers inside a man's anticipation of a first date.

After carefully shaving, the man tries on a handful of outfits, trying to pick the best option, as text doles out the advice to "make an effort." The protagonist selects a blazer and jeans, and the time ticks by.

Canali suggests arriving early and acting casual, which the man takes to heart by donning a pair of glasses and sticking his nose in a book. To "appear keen," he grabs a bouquet of flowers, holding them out enthusiastically. This is quickly corrected with an interjection of "but not too keen," causing him to chuck the flowers off-screen.



*Still from First Date*

In the end, his efforts were noticed, as his date runs toward him and flings her arms around him.

"Meeting the Parents" creates a sartorial debate, whether to appear causal in a suit and turtleneck, smart in glasses or tailored in a full suit and tie. Tailored wins, and he is out the door.

In the next scene, the parents sit waiting in armchairs positioned across from a floating door, hidden from the camera. In an attempt to make a good first impression, the man tries out different personas, ranging from Elvis impersonator to silent film star.



*Video still from Meeting the Parents*

He exits the room, then returns, this time allowing his attire to speak for itself.

Getting ready for "The Proposal," the same man practices lowering to one knee in front of the mirror before getting dressed. He then repeats these calisthenics in three different suits, as his date is shown waiting for him at a restaurant table.

In the end, the man fails to "execute" or "dazzle" by losing the ring from its box.

*Canali Moments / The proposal*

The final message on all the videos is to "Shop at Canali.com," a reference to the recently opened ecommerce

platform serving most of Europe.

"When brands market moments around weddings, proposals, etc., it's usually done so in a way that touches the emotional aspect of that moment," Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York.

"People can be emotional shoppers, which is why brands tend to take this approach," he said. "However, there lies the problem. Brands do this often, so more people are expecting it.

"Canali perhaps took a different approach by making the styling, imagery and storytelling more tongue-in-cheek to stand out and engage with a slightly younger audience. In other words, they want shopping to be fun while also being informative for their male consumers."

#### Style guru

For online fashion retailers, it can be helpful to offer styling tips so consumers feel confident pulling an outfit together without trying it on first. While informational, a touch of humor can help engage an audience, while making the message more memorable.

Menswear online retailer Mr Porter started a second season of its Style Clinic series to address sartorial concerns of its fashion-conscious male audience.

Mr Porter released the first episode in its online magazine "The Journal," with a call for question submissions from its consumer base. By talking directly to its audience and asking for participation, Mr Porter was able to further showcase its one-on-one styling customer service ([see story](#)).

Canali also enlisted Mr Porter style director Dan May for a fashion feature that instructed men how to wear one of the brand's jackets.

Part of Canali's "Style Notes" section of its newly redesigned Web site, the feature took the brand's field jacket and styled it three different ways to show versatility. Having a menswear retailer known for its editorial eye get involved with its own content will help Canali boost its own online presence ([see story](#)).

"Generally men tend to style themselves based on the occasion," Mr. Louangvilay said. "Whether it's for an interview, first day on the job or meeting the parents, as Canali captured.

"Few brands have marketed this way, therefore it appears that Canali wanted to tap into that male consumer mindset and create a shopping experience based on various occasions, or moments, that they would need guidance on for advice," he said. "This allows men to shop by moments and occasions and provides a sense of comfort in their styling choices.

"By having these moments, men are able to have a better visualization of what to shop for and why. It creates a connection and therefore men start to see the brand as an authoritative type figure when it comes to styling. The brand could see positive reaction as the photos are meant to be engaging."

#### Final Take

*Sarah Jones, staff reporter on [Luxury Daily](#), New York*