

INTERNET

## Max Mara performs pas de deux in parkas for winter transition

November 25, 2015



*Still from Max Mara's "Inception"*

By SARAH JONES

Italian fashion label Max Mara is welcoming the oncoming cold with a theatrical promotion for its down coats.

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In a set of films, a couple of dancers from the NYC Ballet perform a duet, showing the airiness, function and form of the parkas in an unconventional way. While perhaps unexpected attire for pirouetting, the choreography enables Max Mara to show off properties of its coats in a memorable, entertaining way.

"The NYC Ballet is a nice brand fit for Max Mara as a luxury brand in general, but isn't enough to make a truly effective advertisement in itself," said Simon Gerard, content director at [Luxury Branded](#).

"In this case, working with the NYC Ballet resulted in a simple and smart way to showcase the Cube Collection and its features specifically," he said. "The Cube collection is light, flexible and versatile without sacrificing elegance, just like the ballet performers."

Mr. Gerard is not affiliated with Max Mara, but agreed to comment as an industry expert.

[Max Mara](#) did not respond by press deadline.

Parkas en pointe

Max Mara has released two films with the NYC Ballet, both directed by Sandro Suppnig.

"Inception" begins with a definition of the film title, which classifies the term as "an act, process or instance of beginning" or "commencement."

A blue velvet box lies atop a spread out parka. A pair of hands gracefully open the lid, and doing so reveals a series of jewel-embellished material, making a comparison between the down jacket and the more apparent preciously crafted attire.



*Video still from Max Mara's Inception*

The scene changes, and two ballet dancers are shown reclined across an unembellished floor. The man wears a pair of black pants, while his partner wears a simple black leotard.

As they awaken, stretching out their arms and rising up in fluid movements, the video cuts back and forth to a mysterious dark sea.

The music picks up, and the man helps his partner into a deeply hued coat. As she turns in front of him, the coat magically changes to a Champagne color.

While the pair moves across the floor, a cube of rocky water appears on-screen, rotating and shifting until it becomes the cube that houses the coat.

#### *Max Mara, Here Is The Cube FW15: Inception*

A second film, "Transformation," picks up where the first leaves off, with the woman already wearing a parka. The dancers move in-sync with each other, performing arabesques side-by-side.

In one moment, the man is left alone as a breeze stirs. His partner comes back on-screen wearing the original coat.

At the end, the pair embraces as down feathers fall around them, creating the effect of snowfall, and the man puts the woman's fur-trimmed hood up.

Max Mara does not include a direct link to its Here Is The Cube collection, but the coats are listed within its menu.



*Max Mara Cube coat*

The reversible outerwear allows the wearer to flaunt a duvet side or opt for a more streamlined look.

"I think this advertisement was very effective in that it was able to showcase the features of the coat in a seamlessly way," Mr. Gerard said. "Opposed to lower-end brands that are usually pretty blunt when promoting a product's features and other luxury brands which often have similar-styled visuals, but don't really showcase any product

functionality."

#### Dance craze

The luxury industry has an affinity for dance, particularly the art of ballet.

Alexander McQueen reasserted the connection between dance and fashion with a new video in collaboration with French ballet dancer Marie-Agnes Gillot for AnOther Magazine.

There are many connections between the worlds of ballet and high fashion as both art forms focus on the beauty of the human body and how to accentuate it. Collaborating with artists from other industries can help brands remain artistically relevant and reach a wider audience ([see story](#)).

Luxury brands such as Alexander McQueen and Boodles are en pointe with initiatives supporting the art of ballet, from one-off slippers to full collections.

From traditional artworks to cinema and opera, luxury houses support a wide range of art forms to ensure that their programming offers an aspect of culture that appeals to affluents. This all-encompassing approach benefits the interest of the wealthy consumers shopping these brands because they too are often patrons of the arts ([see story](#)).

For Max Mara, this effort is meant to go beyond the commercial.

"As luxury brands are generally more restraint with call-to-actions and with the promotion of the collection still new, I imagine they left a call-to-action out to let people enjoy the short video and keep their sales message subtle by using only the video itself," Mr. Gerard said.

"If the video was just for style and didn't integrate the coat's features into it like in this case, a call-to-action would be more necessary," he said. "Women who are intrigued by the video or value the coat's features included in the visuals will investigate it on their own."

#### Final Take

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