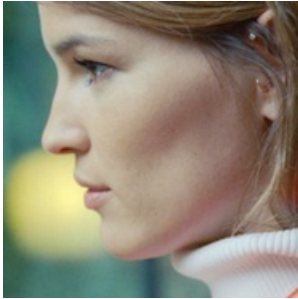


INTERNET

Bally juxtaposes its aesthetic, modernist design in British Vogue film

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Hanneli Mustaparta, Bally Designs for Modern Life

By STAFF REPORTS

Swiss apparel and accessories brand Bally is inviting readers of British Vogue to experience minimalistic architecture.

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Through sponsored content hosted on the publication's video channel, Bally introduced its "Designs for Modern Life" effort. Sponsored content fortifies the existing relationship between a publication and its advertising partners, while the use of video enhances the reader's experience.

At home with Bally

Bally Designs for Modern Life features the Shelley Building, an example of minimalist architecture, designed by architect David Shelley in 1970. British Vogue contributor and blogger Hanneli Mustaparta walks viewers through the building's various rooms. The space, located in Nottinghamshire, Britain, is reminiscent of Ms. Mustaparta's Nordic heritage.

During her walk-through, Ms. Mustaparta speaks to Scandinavian design and how the warmth that fills a home is generated by family and love, not the starkness of the modernist aesthetic. She also discusses how whenever she visits a home she wants to fill it with people, but also wants to use the space for time to reflect.

She continues her monologue as she walks through the house's rooms, commenting on how the glass windows perfectly frame the forest surrounding the home. Ms. Mustaparta also comments on the home decor, describing the juxtaposition between the Shelley Building's design such as marble and the items, including a furry rug, that fill its many rooms.

Hanneli Mustaparta explores David Shelley designed architecture - Brought to you by Bally

Throughout the video, Ms. Mustaparta wears pieces from Bally's resort 2016 collection. While Bally does not openly share this detail until the very end of the video credits, viewers may be inclined to seek out the apparel seen.

The Bally Designs For Modern Life video is part of British Vogue's "At Home With" series that takes its readers inside the homes of famous faces such as models Kate Moss and Jourdan Dunn.

British Vogue's publisher, Cond Nast has recently invested in its video production with the debut of its Cond Nast Entertainment's dedicated platform.

"The Scene" will host digital video content, including original series, from the publisher's titles, such as Vogue and Vanity Fair. Keeping its video content on a distinct branded platform guarantees that Cond Nast Entertainment's films do not get lost in between user uploaded videos, as they might on YouTube ([see story](#)).

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