

ADVERTISING

Sergio Rossi paints Milan “noir” in spy-themed men’s effort

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Sergio Rossi still from Follow Me, Secretly

By JEN KING

Footwear and accessories label Sergio Rossi is exploring the mystique of spies in its latest men's campaign for fall/winter 2016.

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In an effort that captures a 'noir' atmosphere, evoking an adventurous spy story from the past," Sergio Rossi's "Follow Me, Secretly" takes viewers on journey into dark alleyways and across fog-covered bridges. The interest in spy culture, from secret agents' fashion sense to gadgetry, has maintained popularity, often being repurposed in brand communications, as the concept is full of intrigue and suspense.

"Evoking an adventurous spy story from the past, the video is a storytelling that gives a preview of the atmosphere of the new fall/winter 2016-17 Sergio Rossi collection, said Angelo Ruggieri, collection and design director at [Sergio Rossi](#).

"The retro taste embraces energy and passion for action," he said. "It portrays a mysterious, charming and seductive man who is used to both danger and glamour."

Into the night

Sergio Rossi is promoting the Follow Me, Secretly film on its social media channels as well as on the top portion of its Web site, ensuring that the campaign is easily viewed by interested consumers.

With a runtime of just under a minute, the video begins with black-and-white shots of Milan at night, showing the city's Arch of Peace and the glass domed ceiling of the Galleria Vittorio Emanuele.

After frames showing the city, the camera pans in on a single window where a man can be seen sitting with his back to the street. As the camera approaches the window, the viewer is taken inside the building to his office.



Sergio Rossi video still

When inside, the viewer sees the man at his desk as he pours a rocks glass of neat whiskey and works on a typewriter. In the following frames, he gets up from his desk and peers between the blinds suspiciously before adjusting his tie and leaving his office.

Next the viewer watches as the man descends the stairs and emerges on a foggy street. At this point, the film style becomes choppy and it becomes unclear if the viewer is following the original man from the office, or a second man of interest.

Soon the man approaches a doorway and enters. The camera pans down and pauses on his shoes, which are emphasized due to the black-and-white chevron pattern of the floor tiles.



Sergio Rossi video still

In the same sequence, a woman from the pointed heels up is shown sitting at a cafe table, the shadows hiding her face. As the film continues, the camera concentrates on the woman's cocktail and ends with half of her face covered by shadows as she raises her finger to say, "shh."

Sergio Rossi does not include shoppable links within the video nor does it tell consumers where to purchase the footwear seen in the film. The inclusion of this aspect may have helped the brand turn film viewers into purchasers.

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Sergio Rossi presents "Follow me, Secretly" Sergio Rossi presents "Follow me, Secretly". The Men's Fall/Winter 16-17 Collection shows a "noir" atmosphere evoking an adventurous spy story from the past. Watch the movie on sergiorossi.com

Posted by **Sergio Rossi** on Friday, January 15, 2016

I spy

Brands across sectors have tapped into the spy fervor, especially James Bond, to build allure for products and experiences.

For instance, U.S. fashion label Diane von Furstenberg showed its "sexy, mysterious, alluring" side with a fall 2015 campaign that explored the multifaceted appeal of its consumer.

"Secret Agent" cast 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 helped consumers visualize the use value of the accessory ([see story](#)).

Also, Four Seasons Denver is tapping into James Bond's popularity for its Valentine's Day promotions, because, well, "you live only twice."

From sharp suits to fast cars and equally flashy watches, the British spy, who has been raking in cash at the box-office for more than 50 years, has become something of a style icon for young males across the globe ([see story](#)). Proving to be an inexhaustible branding partner, Four Seasons is inviting "smitten sweethearts" to Denver to partake in 007-themed packages with elements that include spa treatments and exclusive speciality cocktails ([see story](#)).

"An exciting spy story, set in the intriguing and ambiguous atmosphere of the 20's, inspires a vivid reinterpretation of the masculine wardrobe," Mr. Ruggeri said. "The new Sergio Rossi men's collection is shrouded in a mystery celebrating its fascinating contrasts."

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