

INTERNET

## Isaia solves mystery of craftsmanship through criminal caper

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Isaia's "Tailor-Made Crime"

By SARAH JONES

Italian menswear label Isaia is delving into the simultaneously sartorial and shady attributes of its hometown in a humorous tale.

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"Tailor-Made Crime" is a multi-part thriller parody that plays off the brand's historic home of Casalnuovo, referencing both the skilled craftsmanship and organized crime that calls the area around Napoli home. Throughout the film, a detective attempts to interrogate Isaia employees, leading to some revealing insights about the brand's apparel production.

"Engagement is mysteries behind the corporate walls," said Chris Ramey, president of [Affluent Insights](#). "This adds a sense of tongue-in-cheek authenticity while showing off what they do.

"It delightfully engages the viewer desiring what's next," he said. "The music, the action and tone of the film are thoroughly compelling."

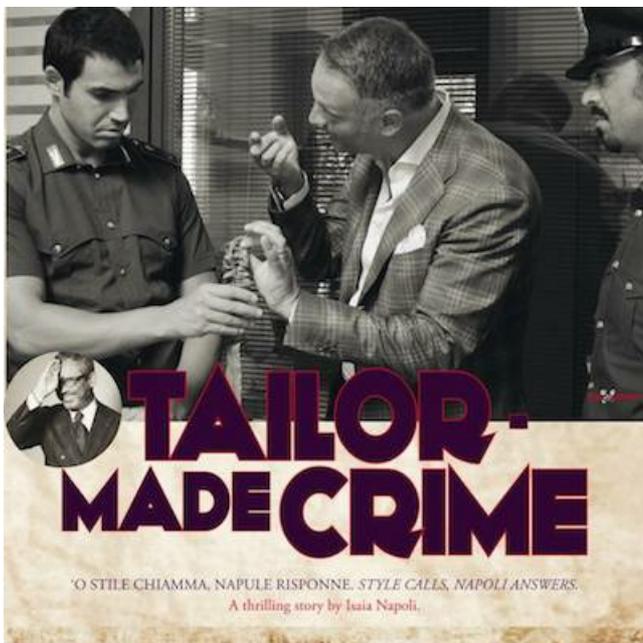
Mr. Ramey is not affiliated with Isaia, but agreed to comment as an industry expert.

**Isaia** was unable to comment directly before press deadline.

Interrogation tactics

For Tailor-Made Crime, subtitled "Style Calls, Napoli Responds," Isaia's creative director Paola Manfrin and filmmaker Gianluca Migliarotti teamed up to co-author the script. Celebrating the movie's release are posters inspired by detective flicks from the 1960s and 70s.

Members of the Isaia family, including Alessandra, Barbara, Corrado, Daniela, Enrico Senior, Enrico Junior, Gianluca and Massimiliano, take on the roles.



*Poster for Tailor-Made Crime*

The entire story is told in Neapolitan with English subtitles, creating a further connection to the brand's heritage.

A trailer creates tension, much like a murder mystery, as a female police officer is seen running around Isaia's production facility on a quest for answers. Her quest revolves around trying to find the real reason for Isaia's success, thinking it must be tied to the more sordid activities in the region.

The full story is told in chapters, each of which corresponds to an article of clothing.

Chapter one, "A Quality Shirt in Isaia," opens with a panning shot of a pair of scissors, outstretched much like a knife, headed toward an employee. The policewoman, clad in a trench coat, rounds the corner with two assistants, interrupting what is revealed to be a casual conversation between shelves of fabric.

She tries to ask a couple questions, but the tailor instead asks her to wait, filling her in on his job. He explains that a shirt is constructed by hand using 10 stitches per centimeter instead of the usual five. Continuing much to her chagrin, he says that the sleeves of an Isaia shirt are attached last, much like those of a jacket, allowing for more range of motion.



*Still from Tailor-Made Crime*

A second chapter finds a tailor in an interrogation room with the detective, as she tells him she is onto his coded language, bringing up his use of words like "rattail" and "balloon." He brings out a dress form wearing a jacket and proceeds to comically demonstrate the nicknames for parts of a sportcoat with props.

Another episode finds the detective and one of the tailors completing the "airplane test." A man is shown reaching up into the overhead compartment. The Isaia employee points out that the shirt is industrially made, since it rides up out of the man's pants when he lifts his arm.

To provide a contrast, the same activity is demonstrated by a man wearing an Isaia dress shirt.

The final chapter sees one of the policemen getting distracted by a jacket as the trio scurries through the production floor.

## *Tailor-Made Crime*

While there is no dramatic conclusion, what the audience takes away is the fact that Isaia is far from devious.

Intrigue en vogue

Detective work easily lends itself to showing off a collection.

For instance, Footwear and accessories label Christian Louboutin is building intrigue around its spring collection with a murderous plot.

Turning consumers into the detectives themselves, "Who Killed Amazoula?" tells the tale of a glamorous Parisian's demise as it follows those attempting to solve the mystery of her death. Throughout the short, Christian Louboutin is able to naturally show off its spring/summer 2016 collection as the gumshoes gather evidence in the victim's apartment ([see story](#)).

For menswear labels, creating a differentiation through tailoring often requires in-depth content.

French apparel and accessories brand Berluti allowed consumers to watch the bespoke tailoring process before ordering a custom suit themselves with a social video series.

Berluti's "Grande Mesure Fully Bespoke Tailoring" videos show the making of a suit, from measuring and cutting to the fabric to the point where the consumer gets to try on his one-of-a-kind creation. For consumers who might not be convinced of the merits of custom tailoring, these six videos may sway them to book an appointment ([see story](#)).

Brands should consistently be looking for creative ways to tell their story.

"Innovative strategies are necessary in a crowded market that doesn't need any more brands," Mr. Ramey said.

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