

INTERNET

Trussardi blends sights and sounds to capture presentation experience

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Trussardi menswear fall/winter 2016 presentation

By SARAH JONES

Italian fashion label Trussardi is immersing consumers in the ambiance surrounding its fall/winter 2016 menswear presentation through a dedicated Tumblr account.

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The brand's Tumblr brings together multimedia surrounding its show at the public art gallery Pinacoteca di Brera in Milan, during which a handful of young musicians played their interpretations of classic rock songs. Bringing together this content in one platform allows the brand to tell more of a story about its show.

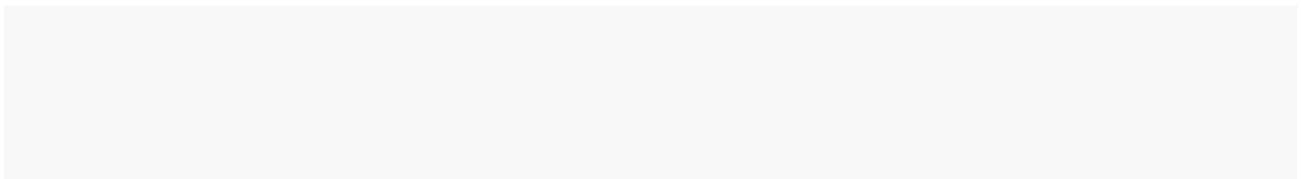
"The #AcousticPortraits theme was chosen to represent the relationship between the musicians and the paintings displayed in the rooms of the Brera Pinacoteca museum where the performance took place," said Gaia Trussardi, creative director of **Trussardi Group**. "Above all, the name of the hashtag was ideal because it did not completely reveal the musical theme before the show.

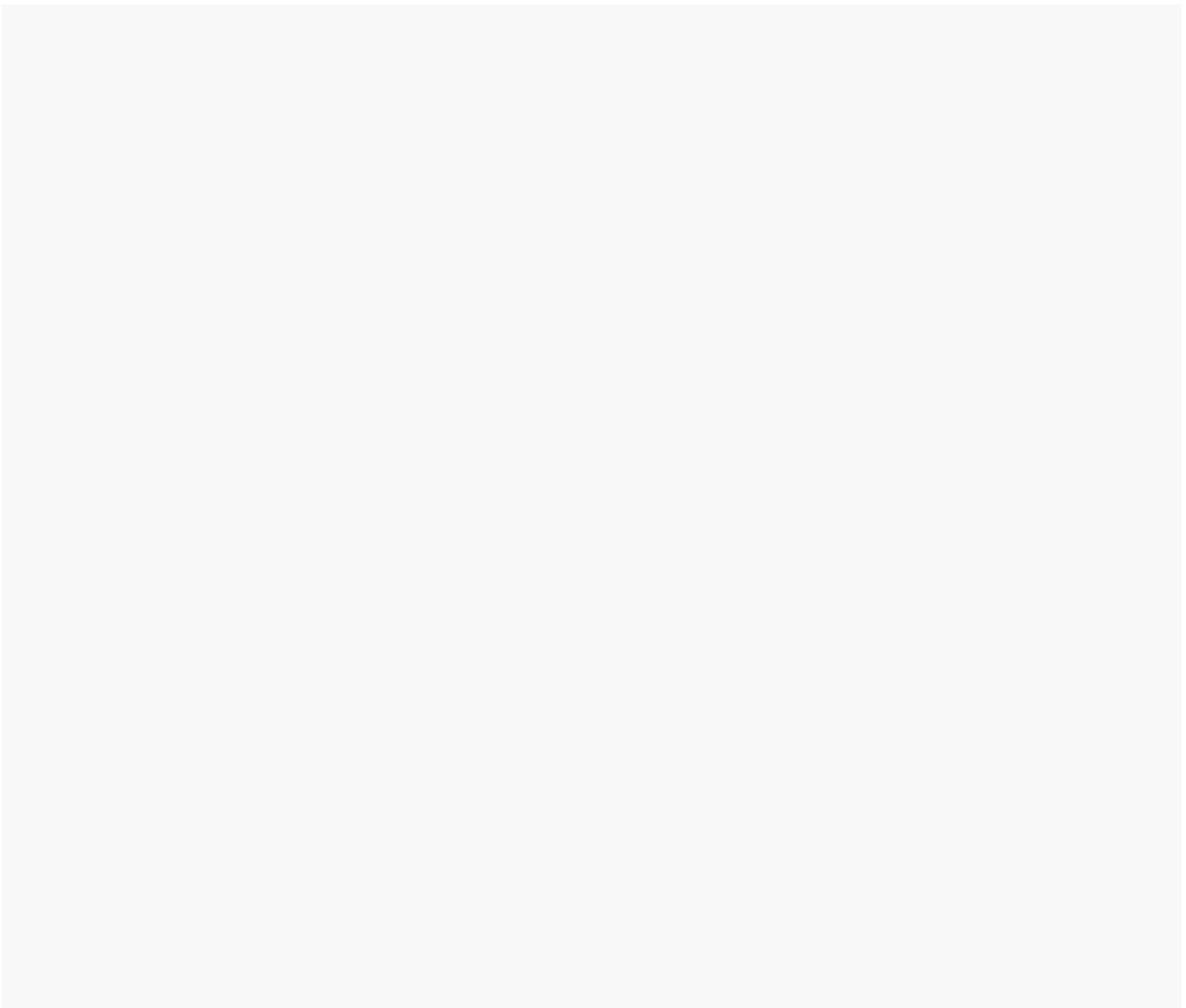
"Four days before the presentation on Trussardi's social media channels, we started sharing short videos featuring each musician without his instrument but with a musical 'soundtrack,'" she said. "The treatment of the videos was similar to the oil paintings in the Brera Pinacoteca and musicians conveyed a mood of portraits in motion.

"[I] chose a defining title for each musician according to character: 'The Constant Wonderer,' 'The Empathetic Soul,' 'The Free Spirit,' 'The Mysterious Heart' and 'The Poetic Soul.'"

Music and menswear

Music and Leading up to Trussardi's show on Jan. 18, the brand began sharing "Acoustic Portraits," giving hints at the presentation. In one eight-second clip, a man stands with his back to the camera, bending his fingers as he holds his hands beside his neck.





Portrait #1: "The Constant Wonderer". Immerse yourself in the atmosphere of the TRUSSARDI Men's presentation held on January 18 in Milan. Follow the secret notes of #AcousticPortraits #Trussardi #TrussardiBrera #mfw

A video posted by Trussardi (@trussardinews) on Jan 15, 2016 at 10:42am PST

Another captures "The Free Spirit," showing a man with long hair and a leather jacket slowly turning around as an electric guitar plays.

Once the show had gone live, Trussardi directed its followers to the newly created TrussardiBrera Tumblr for exclusive content. This page pulls together posts from the brand, media mentions, images and music into one platform.



Screenshot of Trussardi Brera Tumblr

Shots of models sporting the collection mingle with quotes from song lyrics, such as Depeche Mode, R.E.M. and

David Bowie. One quote from Marvin Gaye's "What's Going On" reads, "You see, war is not the answer/ For only love can conquer hate."

Adding to the musical experience are videos and tracks by artists picked by Trussardi.

Domenico Tinelli strums and sings a Trussardi arrangement of The Smith's "Please, Please, Please, Let Me Get What I Want," while Filippo Bertipaglia plays a cover of "Knockin' on Heaven's Door," originally written and sung by Bob Dylan.

Highlights from the Trussardi Men's Fall Winter 2016/17 Presentation

Trussardi also shares photos of the event, with the artists performing in front of paintings at the public gallery.

Tumblr's platform enables consumers to easily share any of the individual music tracks, photos and videos posted by the brand, allowing it to expand the potential audience for its content.

"Tumblr, a microblogging platform, has a more personal approach to content," Ms. Trussardi said. "As a result, the whole concept appears more intimate and special to followers.

"Moreover, this personal approach ideally represents the concept of the musical performances," she said. "The tracks chosen classic rock pieces - all have a spiritual theme like the religious background of the paintings with which they were linked.

"Technically, Tumblr enhances images and also makes it possible to instantly share user-generated content. It is a platform that creates emotional engagement."

Sound crowd

Music and fashion often go hand-in-hand, and other brands have tapped up-and-coming artists to help define themselves.

British apparel and accessories brand Burberry announced that it is the first brand to launch a dedicated channel on Apple Music.

Music is an important element for Burberry, with the brand often streaming or hosting live performances within its stores and casting musicians in advertising campaigns. Now the brand will add another layer to its musical offerings with the creation of the Burberry Channel, found within the "Curators" section of Apple Music ([see story](#)).

Other brands have leveraged blogging's ability to compile content for runway show recaps.

French menswear house Berluti reached out to a younger audience with a new Tumblr page devoted to the brand's aesthetic.

Berluti announced the endeavor on Facebook hours before its fall/winter 2015 fashion show, urging viewers to check out exclusive backstage images on the new page. At press time, there were 20 posts on the page, including images of sketches and model castings ([see story](#)).

For Trussardi, creating a dedicated Tumblr for its runway show allowed its followers to engage with content on a single platform, giving them a comprehensive overview of the event.

"The initial idea was to see and 'use' fashion as a vehicle, a performing language for speaking to people, creating content and, above all, expressing emotion," Ms. Trussardi said. "I therefore wanted to create a performance that combined fashion, art and music as expressions of our culture.

"In this case, I created a musical performance because music has always been one of my great passions," she said. "Therefore, I wanted to establish a linking thread between the collection and the songs interpreted by the 17 musicians: that thread was spirituality. We chose the 17 musicians through auditions. Being a producer was exciting and satisfying: assigning songs, listening to the artists' renditions, giving advice and listening to their changes to create a final product full of emotion.

"It was very satisfying for me to encourage these talents and introduce them to the fashion world, of which they had a negative preconception. This project will definitely continue; it is just the beginning of a long path, but for the moment I don't want to reveal anything."

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