

INTERNET

## Givenchy extends creative direction to music video collaboration

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Naomi Campbell in Anohni's "Drone Bomb Me"

By STAFF REPORTS

French fashion label Givenchy's Riccardo Tisci is bringing his creative touch to a different industry with the art direction of a music video.

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The designer was the creative mind behind the video for Anohni's "Drone Bomb Me," which features supermodel Naomi Campbell dressed in head-to-toe custom Givenchy. Showing the interconnected nature of brand and creative director, Givenchy shared the video on its own social channels, showcasing the work of its brand leader.

### Making music

In the four-minute video, directed by Nabil, Ms. Campbell is shown in a dimly lit stark room. She sits on a chair the only piece of furniture in the scene and lip syncs to Anohni's track.

Alternating scenes depict a group of male dancers wearing black apparel, who perform contemporary hip hop moves.

As the video progresses and the song repeats the sentiment of wishing to die, Ms. Campbell is shown with tears streaming down her cheeks.

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Introducing the new Anohni's Drone Bomb Me' music video starring Naomi Campbell directed by Nabil with art direction by Riccardo Tisci. Full video available on Apple Music.

Posted by [Givenchy](#) on [Thursday, March 10, 2016](#)

Anohni's video premiered on Apple Music, and both Givenchy and Mr. Tisci directed consumers toward the film.

According to [Vogue](#), Mr. Tisci and Anohni, real name Antony Hegarty, have known each other for years, collaborating before on Givenchy's fall/winter 2013 collection and its spring/summer 2016 ad campaign. Included with the ad imagery is a poem written by Mr. Hegarty for the label that speaks of love.



I was invited to the show and I was with her  
I wanted to show my work and I was the first  
to show her work

### *Givenchy spring/summer 2016 ad campaign*

Music videos offer brands an opportunity to align themselves with like-minded artists.

Rolls-Royce Motor Cars is aligning itself with British singer-songwriter Labrinth in an upcoming music video.

The automaker endorsed the use of a Wraith in the video because the songwriter's values link up with what Rolls-Royce strives to project. For ultra-exclusive brands, pop culture mentions help to generate aspiration ([see story](#)).

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