

INTERNET

## Elie Saab teams with Hunger magazine to reveal model behavior

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*Hunger magazine for Elie Saab*

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By SARAH JONES

Couture house Elie Saab is showcasing a more rebellious side of its brand by pitting model best friends against each other.

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The label partnered with Hunger magazine to feature some of its spring/summer 2016 ready-to-wear attire on real-life chums Eve Delf and Charlotte Wiggins. The relationship between the models lends a playful, natural feeling to the campaign that can only be found between friends.

### Friendly competition

Hunger magazine's creative director Vicky Lawton directed the exclusive film for Elie Saab, titled "Forever Young." The film is featured on the HungerTV platform, as well as Elie Saab's content site The Light of Now.

At the beginning of the film, the camera zooms in on a static-ridden television screen, which plays back clips of the models.

As a female voice begins a rock song, text appears that reads, "The Model Challenge: Eve vs. Charlotte." Throughout the course of the film, the models try to best each other with their modeling skills, delivering pointers to the audience as they battle it out.



*Eve Delf and Charlotte Wiggins on set*

First up is the walk, which sees the two strutting in opposite directions. As they accidentally bump into each other, it leads to playful violence as they push and shove.

Proving their ability to pout, the models lie on the floor with their heads together, blowing kisses at the camera or blowing up bubblegum.

Testing their smiling skills, the duo takes turns mugging for the photographer. At one point, Eve pulls back the corners of Charlotte's mouth while sporting her own enthusiastic grin.

Fighting for height, the models twirl on their tippy toes, while their sense of balance is put to the test with roller skates.

Duking it out over who has the best mane, the models whip their heads back and forth, flip their hair back or stand in front of wind machines.

#### *Elie Saab x Hunger - Forever Young*

Final categories focus on the models being themselves, capturing their interactions as they affix embellishments to each other's faces or goof around on the floor. Lastly, their dance moves are documented on film.

#### Editorial imagery

Whereas Elie Saab advertisements tend toward the ethereal, making this Hunger magazine collaboration a departure for the label.

Editorial partnerships enable brands to explore a different avenue of creativity.

Alexander McQueen is reasserting the connection between dance and fashion with a new video in collaboration with French ballet dancer Marie-Agnes Gillot for AnOther Magazine.

There are many connections between the worlds of ballet and high fashion as both art forms focus on the beauty of the human body and how to accentuate it. Collaborating with artists from other industries can help brands remain artistically relevant and reach a wider audience ([see story](#)).

Elie Saab has previously handed over creative control to external influencers.

Lebanese couture house Elie Saab turned to artist Katie Rodgers, known as Paper Fashion, to capture the "vision of a moment lived."

As a promotion for its L'Eau Couture fragrance, Elie Saab shared an image of Ms. Rodger's work on its social media pages with a link that directs consumers to its content blog, "The Light of Now." Elie Saab is among a host of brands

that have returned to fashions roots through the incorporation of hand-drawn illustrations ([see story](#)).

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