

AUTOMOTIVE

Mercedes-Benz ignites desire with rebellious CLA fashion video

June 8, 2016



Mercedes CLA

By FORREST CARDAMENIS

German automaker Mercedes-Benz is taking inspiration from the fashion world to showcase its rebel model.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's spring/summer 2017 fashion campaign and accompanying film presents the brand's CLA, "the rebel of the Mercedes-Benz family." Highlighting fashion ties also allows Mercedes to put a moodier spin on its advertisements, making them more conspicuous in the minds of consumers.

"This season we wanted to challenge the traditional concept of campaign imagery as we wanted to personify the rebellious nature of the CLA promoting confidence and individuality," said Michael Bock, director, sport & lifestyle marketing at **Mercedes-Benz**. "The spring/summer 2017 Mercedes-Benz fashion campaign pushes boundaries and challenges the norm through its creative concept and dynamic cast as well as appealing to a contemporary audience, highlighting the progressive nature of the brand."

Light my fire

The four-door coup is showcased in "Burning Desire," a short film starring musician Eliot Sumner and model Lucie Von Alten and directed by Christian Larson. The two meet in the film due to a shared interest in fire, creating an aura of dangerous sophistication around the CLA.



Mercedes-Benz Fashion Week Berlin Spring/Summer 2017

"Burning Desire" opens with an image of Sumner holding a burning bouquet of flowers and seeing a tantalizing reflection of a vehicle in the water. Sumner begins walking toward the camera slowly, intercut with images of a barking dog and a burning piano, all accompanied by a brooding, industrial soundtrack.

Sumner continues walking toward the camera through a liquid runway, the path lit by streaks of fire along its edge. Ms. Von Alten is seen exiting a Mercedes CLA, with burned-out vehicles and immolated mannequins and the music creating a perilous mood.

The two walk toward one another and touch hands, at which point a spark creates another fire, blowing up the piano and leading to a streak of fire atop the CLA, its metallic silver paint standing out against the charred warehouse.

Mercedes-Benz Fashion Film Burning Desire - Mercedes-Benz original

Another cut shows the Mercedes-Benz logo crafted from the flames before the film ends.

For the film, London-based designer David Koma provided the look for both models. In addition to helping the film to feel more like a fashion show, it lends credence to the design theme that the video emphasizes with regard to the CLA.



Mercedes CLA

Promoting the CLA like a fashion campaign helps Mercedes to stand out from competitors, as it brings a different style to their advertising. Additionally, the brand has long been a key player in fashion events, frequently sponsoring fashion weeks to establish cross-sector ties and illuminates similarities regarding the importance of design and craftsmanship.

Staying current

The CLA campaign begins shortly after Mercedes has hinted toward an increased presence on its fashion side.

The automaker recently gave its fashion interests a home with the launch of dedicated social media accounts.

Newly created Instagram, Twitter, Periscope and Snapchat accounts under the name Mercedes-Benz Fashion provide an inside perspective to the world of designers and runway shows through the lens of the car brand. Fashion has become an important part of the Mercedes' identity through the brand's sponsorship of a number of international fashion weeks, making these new platforms an opportunity to delve further into its sartorial connections ([see story](#)).

Mercedes' fashion videos often showcase a dark side, with clandestine and somber moods overwhelming the narrative.

The brand also highlighted its ties to fashion with an eerie campaign video for spring/summer 2015.

Mercedes' three-minute film shows actress Tilda Swinton driving in the brand's S Class coupe, burying objects at each secluded spot she finds. Creating a narrative that draws consumers in makes it more likely that the viewer will keep watching until the end of a social video ([see story](#)).