

MULTICHANNEL

## Karl Lagerfeld to direct ice cream-inspired short films

March 21, 2011



By RACHEL LAMB

Designer Karl Lagerfeld will premiere a short film series starring actor Rachel Bilson and Belgium's Magnum Ice Cream at the Tribeca Film Festival on April 21 in New York.

**Sign up now**

**Luxury Daily**

The films will feature Ms. Bilson in three scenarios that show her unwinding with a Magnum ice cream bar. Print media will support the videos.

"Karl Lagerfeld is an international icon and Rachel Bilson is a beloved starlet," said Brian Manning, vice president of brand building in the ice cream division at Unilever, Merseyside, England. "They both have an uncompromising sense of style, and are driven by their passions in life.

"You can feel their chemistry behind every scene, and it's what makes these films such a resplendent ode to the pleasure of Magnum ice cream," he said.

The campaign targets the Magnum core consumer who is described as confident, passionate and embraces a work-hard-play-hard ethic, per the company.

"The Magnum brand wants to inspire consumers to look for and seize pleasure whenever it presents itself," Mr. Manning said. "The Magnum lifestyle is about living life without regret – essentially 'a day without pleasure is a day lost.'"

## Class act

Mr. Lagerfeld will direct and film Ms. Bilson in three different settings.



*Ms. Bilson and Mr. Lagerfeld at the photoshoot*

“Photo-Mood” shows the actress portraying an annoyed famous model who finds comfort with a Magnum ice cream bar.

The second, “Applause,” features Ms. Bilson as a world-famous ballerina who is unexpectedly faced with over-zealous fans and her boyfriend played by model Baptiste Giabiconi. She dodges the attention in favor of a moment alone with the ice cream.

Ms. Bilson also plays an art student in “Art Class” who is inspired to create a beautiful work of art by her obsession with Magnum ice cream bars.

Tribeca Film Festival attendees will be given the first taste of the Magnum bars, which have not been made available before in the United States.

The Belgium-made Magnum bars will be sold in grocery stores nationwide in late April.

The films will be available on Magnum’s Facebook page at <http://www.facebook.com/magnum>.

## Many channels

This is not Mr. Lagerfeld’s first stint behind the lens.

In fact, Mr. Lagerfeld has shot his own campaigns since 1987. His photographs have inspired books and have made their way into countless fashion magazines.

In addition, he has directed countless short films, including the recent “La Lettre,” inspired by the Hogan spring/summer collection.

### *La Lettre*

Mr. Lagerfeld is the creative director at Chanel and Fendi. He has launched Karl Lagerfeld, Lagerfeld menswear, Chloé fragrance, Photo and Jako. His labels produce apparel, accessories and fragrances.

In addition, Mr. Lagerfeld is an artist, stylist, illustrator, author, photographer and videographer.

“Karl Lagerfeld has inspired women to pursue the pleasures of fashion and life gracefully for decades,” Mr. Manning said. “We intuitively knew he would carry that same mentality to set.

“His creative vision brings the pleasure of enjoying Magnum ice cream to life in an inspirational, beautiful art form,” he said.

### Final Take

*Rachel Lamb, editorial assistant at Luxury Daily, New York*

*Rachel Lamb is the editorial assistant at Luxury Daily. Reach her at [rachel@napean.com](mailto:rachel@napean.com).*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.