

APPAREL AND ACCESSORIES

Eres outlines humorous poolside bathing suit hacks in social film

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Still from Eres' "Poolside Realness"

By STAFF REPORTS

French swimwear label Eres is dishing out a dose of reality with help from model muse Caroline de Maigret.

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The social film "Poolside Realness" lays out increasingly outlandish ways to avoid eyeballs when getting from a chair to the water. While luxury marketing tends to aspire to a level of perfection and poise, taking this moment to poke fun at shared insecurities may help Eres connect with consumers on an emotional level.

Strategic coverage

Produced by agency Frenzy Paris and directed by Bertrand Lepluard, Poolside Realness opens by setting an idyllic scene, in which bees buzz around flowers to a twinkling soundtrack.

Ms. de Maigret appears, lounging on a chair in a wide-brimmed hat, yellow bathing suit and large sunglasses. The viewer gets into her head in voiceover as she complains about the heat and eyes the pool with simultaneous longing and trepidation, since going in the water means people looking at her butt.

After a faceless young woman asks her to go into the water, a series of shots show Ms. de Maigret's arsenal of excuses. These include needing to digest and dry skin.



Still from Eres' Poolside Realness

Once she realizes no one is looking, she makes her move, tiptoeing to the edge of the pool sideways to avoid turning her back on her companions. This fails, as someone interrupts her.

From there, the video outlines a series of tips, with the influencer acting out each of them.

Poolside Realness

Explaining her concept, Ms. de Maigret is quoted saying, "I don't exercise so much and I'm fine with my body. But I have to say that when it comes to being at the beach, I suddenly become more conscious of my flaws. And of course, I start comparing myself to the 18 year-old girls with perfect bodies we see in magazines all year around.

"So I wanted to make fun of me and that moment before I go to swim and the different ways that come to my mind to avoid showing my butt to everyone. It almost becomes like a weird dance and I always thought it was really fun to watch!"

The model and music producer, who has worked for Louis Vuitton and Chanel, was recently named an ambassador for Lancme ([see story](#)).

Other brands have chosen to highlight imperfect individuals rather than idealized characters.

For instance, Italian apparel and accessories label Tod's took a whimsical approach to advertise its spring/summer 2015 handbag by focusing on the type of woman who may carry the Cape.

Model Elisa Sednaoui starred in the short film that focuses on stereotypes that women try to uphold, but are often flawed at. The campaign was embellished across Tod's social media accounts, creating a multi-platform campaign that drew attention to the collection ([see story](#)).