

AUTOMOTIVE

Mercedes-Benz dances with fashion in latest creative video

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Mercedes-Benz Fashion Creatives latest episode features Chicago Multi-Cultural Dance center performers

By BRIELLE JAEKEL

German automaker Mercedes-Benz is further establishing its presence within the style community through the latest episode of its film series that showcases fashion in creative manners.

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The luxury vehicle manufacturer is continuing to join its brand into fashion-themed videos that lean on partnerships with individuals in the industry as well as the arts. The most recent video, launched ahead of fashion month, showcases designer Sandy Liang's upcoming line on dancers from the Chicago Multi-Cultural Dance Center.

Driving collaborations

Mercedes-Benz's Fashion Creatives series is a six-episode video collective that showcases fashion and automobiles in a wide range of creative concepts. The most recent, Midnight at the Mercedes-Benz Museum, features Chicago Multi-Cultural Dance Center as mannequins that come to life while a security guard takes his break.



Mercedes-Benz's latest video takes place in its museum

The new episode opens with a security guard of the Mercedes-Benz Museum completing one last sweep of the location before taking a nap at his desk with headphones on. Music can start to be heard while the lights on one of the vehicles on display start to flash and the camera closes in on one of the mannequin's hands.

Her hand starts to flicker and then begins to dance around the closed museum. The mannequin accidentally falls on the ground and is helped up by a male mannequin who has also come to life.

Eventually more mannequins come to join them, making six total. However their fun is stopped when the security guard wakes up, forcing them to assemble as their original still forms placed around a vehicle and then scattered.

The short film is directed by Ace Norton and totals just shy of three minutes. The video is shared throughout Mercedes-Benz's social media pages such as Instagram YouTube and Facebook, as well as its dedicated Web page.



Mr. Liang's fashion is featured

The dancers are all wearing pieces from Ms. Liang's Spring and Summer 2017 line that will be featured in New York Fashion Week, which starts on Sept. 7.

Marketing innovation

Mercedes-Benz's previous Fashion Creatives video featured Italian menswear couture house Brioni's creative director Justin O'Shea as a selfie expert in a comedic short. Mr. O'Shea arrives at style blogger Jayne Min's house for assistance after bad selfies start appearing on her actual face.

The automaker also similarly recently proved that great performance is more than a passing trend by making an athletic comparison in a tennis mockumentary ([see more](#)).

Mercedes-Benz also took inspiration from the fashion world to showcase its rebel model in an edgy manner in another film short ([see more](#)).

Though Mercedes-Benz no longer sponsors New York Fashion week, the brand continues to affirm its place within the industry.

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