

APPAREL AND ACCESSORIES

Asprey goes by locomotive to tout product offerings ahead of holiday gifting

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Asprey gift box

By STAFF REPORTS

British luxury goods house Asprey is taking consumers on a theatrical journey through the countryside and beyond to reveal the gift in the purple box.

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Launched ahead of the holidays, Asprey filmed a narrative that takes viewers toward an unknown destination, with anticipation and excitement at every turn. With many consumers traveling to be with loved ones for the holiday season, a film that goes on a long journey toward a destination may resonate with those en route for home and gift giving.

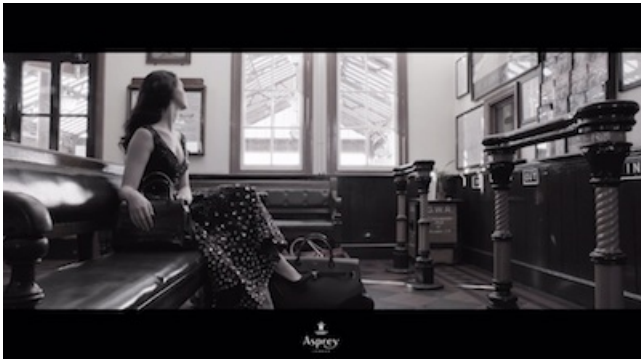
Destination unknown

Asprey's "The Journey" was directed by Ali Walker and stars model Jenny Fisher.

The film begins with a scene of a rural train depot in the British countryside before going inside the station to show Ms. Fisher seated in the waiting room wearing a black gown with gemstone accents, Asprey luggage near her feet and a handbag at her side.

As the train rolls into the station Ms. Fisher is seen running toward the locomotive with her luggage in hand. While she boards the train, the film takes time to show the details of her leather goods and dress.

In the following scenes, Ms. Fisher makes her way to her seat, places her luggage in the overhead rack and drifts off to sleep. While she dreams, the film shows Ms. Fisher in a misty scene wearing a leaf-shaped necklace with diamonds and a green crocodile handbag similar to the style she has with her onboard the train.



Video still from Asprey's The Journey

Asprey's narrative continues showing a small purple box wrapped with a silk bow resting on the train seat across from Ms. Fisher. When the box is opened, Ms. Fisher takes out a diamond ring shaped as if it were a flower.

Next, Ms. Fisher gets up to stretch her legs and explore the train car only to return to her seat to find a second package. After inspecting the diamond necklace inside the box, Ms. Fisher discovers a note that reads, "Meet me for dinner?"

As the train chugs on, Ms. Fisher is shown walking toward the dining car to meet her unidentified companion. When she arrives, a close up of the table setting is shown before the screen fades to black with text reading, "Discover Asprey."

In the final scene, Ms. Fisher is shown seated at the table sipping a flute of Champagne, but her companion is never shown. The film concludes with Asprey's logo and royal seal.

Asprey's The Journey

Other holiday efforts this year have used film to showcase a variety of products.

For example, Germany's Montblanc is unboxing the magic of craft in a digital claymation narrative meant to encourage holiday gifting while promoting the brand's quality goods.

In its holiday 2016 campaign, Montblanc demonstrates how its materials are worked into distinctive gifts by its skilled craftspeople. Holiday marketing in the luxury space often relies on this type of artisan tale to promote its goods as ideal, thoughtful gift options ([see story](#)).