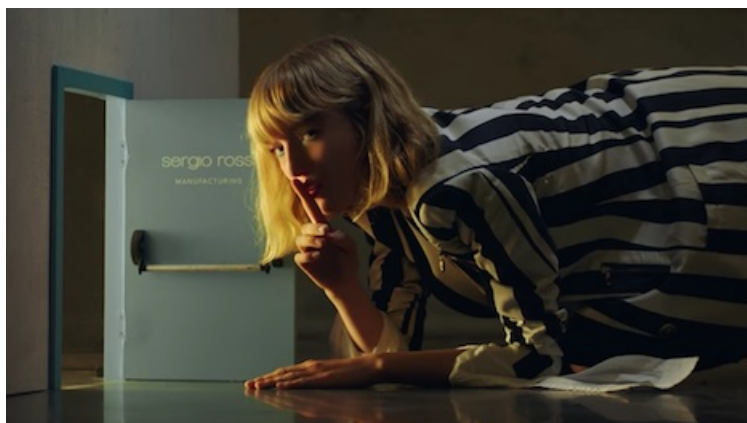


APPAREL AND ACCESSORIES

## Sergio Rossi appeals to princesses with footwear fairy tale

December 5, 2016



Video still from Sergio Rossi's "The Magic Kingdom"

By STAFF REPORTS

Italian footwear label Sergio Rossi is celebrating the everyday wonders that occur at its factory in a whimsical short.

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

In one minute, "The Magic Kingdom" takes viewers on a tour of Sergio Rossi's headquarters in San Mauro Pascoli, Italy, as familiar characters such as Alice in Wonderland and Snow White descend on its workshop. While luxury brands have often turned to craftsmanship films to communicate their artistry, brands are finding ways to create more entertaining content surrounding their production.

### Rossi royalty

At the start of Sergio Rossi's film, Alice peers through of a looking glass, in this case a floor to ceiling window, and spots a white rabbit on the lawn outside. A net in tow, model Lou Schoof heads off in pursuit of the creature.

A cobbler is seen at work shaping a shoe form when Nataliya Bulycheva appears, peeking between shelves of shoes. Showing off her dance training, the champion rhythmic gymnast and model, portraying Bianca, or Snow White, performs ballet moves in an aisle between artisans' stations.

Finally, the viewer meets Jas, played by Bhumika Arora. The model is seen sitting in a yoga pose atop a magic carpet perched on a table in the atelier.



Still from Sergio Rossi's *The Magic Kingdom*

After snooping around, the princesses are eventually gifted something from the brand, bringing them visible delight. After displaying the hashtag #MomentsOfWonder, the film dedicates the film "to all the princesses out there."

*The Magic Kingdom by Sergio Rossi*

Brands' ateliers are becoming the setting for artistic films, as brands look beyond the typical making-of video.

French apparel and accessories maker Hermès is demonstrating how its silk scarves are manufactured with a film set within its Lyon, France workshop.

Hermès' "La Fabrique de la Soie," or The Silk Mill in English, celebrates Hermès' popular silk scarf category ahead of the product's 80th anniversary next year. Delving into the production details of a popular product segment can spur interest among consumers who may be fans, but are unaware of the care and detail taken before the item lands in stores ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.