

APPAREL AND ACCESSORIES

Givenchy captures #GangOfMuses' duplicity for spring/summer 2017

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Givenchy spring/summer 2017

By STAFF REPORTS

French atelier Givenchy is conveying the duality at the heart of its DNA through an advertising campaign for spring/summer 2017.

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The campaign, shared across Givenchy's social channels, features a cast of male and female models to express the house's contrasting principles. Duality is often explored by fashion houses to underscore design approaches such as contrasts of light and dark or stillness and movement.

Scenes of duplicity

Givenchy's spring/summer 2017 advertising effort features "strong women and men whose reckless nature withstand space and time."

Set to Michael Mayer and Miss Kittin' "Voyage Intérieur," the video effort features a #GangOfMuses, including models Irina Shayk, Mariacarla Boscono, Lea T, Vittoria Ceretti, Faretta, Jegor Venned and Victor Perr. The campaign was shot by Mert Alas and Marcus Piggott with Giovanni Bianco working as art director.

Givenchy's 90-second video begins with shots of a barren desert landscape with models dressed in apparel from Riccardo Tisci's spring/summer 2017 collection for the atelier. Within seconds, the scene changes from color to black-and-white, from nature to an interior space.



Givenchy spring/summer 2017

The black-and-white scenes begin with a woman, wearing only heels, leaning far back in a chair, letting her arms fall at her sides as if she were exhausted.

Throughout the video scenes cut back and forth between the colored desert scene and black-and-white interior. The feeling of the juxtaposed scenes differ as much as the surroundings, with the desert being more active and exploratory and the interior seductive and mysterious.

The video continues with a quickened pace with models running or dancing in the desert and the woman in the heels rapidly moving her limbs.

As the video comes to an end the two very different scenes come together through the use of mirrored surfaces. For example, a model shown in the desert holds a hand mirror to capture the sun and in the next scene, the reflected light is shown on the faces of models filmed in black-and-white.

Givenchy spring/summer 2017 advertising campaign - Director's cut

The fluidness of a brand's identity has also been explored for fragrance marketing.

For example, Italian fashion house Prada has bottled its iconoclastic attitude for a binary fragrance for men and women.

Surrounding its new fragrance launch, La Femme Prada for women and L'Homme Prada for men, Prada has developed a marketing concept that features multiple women and men, but who are shown to have interchangeable identities. The campaign works to show that La Femme Prada and L'Homme Prada characterize the Italian fashion house's consumers into a bundle of total brand identity ([see story](#)).