

APPAREL AND ACCESSORIES

Caruso uncovers local secrets in Neapolitan escapade

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Image from Caruso's The Good Italian III

By SARAH JONES

Italian menswear label Caruso is exploring the enchantment of Naples through the beloved art form of song.

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As with the first two episodes, the third installment captures the lifestyle of the over-the-top character the Prince of Soragna, who shares his Neapolitan heritage to help inspire his companions. For Caruso, this film offers an opportunity to explore a specific aspect of its heritage in a format that leads with entertainment over advertisement.

"Since Caruso is an Italian brand, the videos serve to show viewers internationally the beauty of where the brand originates," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. "In each video, the story takes viewers on a journey through Italy, showcasing the beauty in things people may have not have noticed, like the farmhouse in the first video.

"With the third video, the narrative expands to include the beauty in Naples, which obviously inspired the brands' many pieces."

Mr. Louangvilay is not affiliated with [Caruso](#), but agreed to comment as an industry expert. [Caruso](#) was reached for comment.

Day trip

After hosting lost tourists on his estate ([see story](#)) and checking in at the Four Seasons in Milan ([see story](#)), the prince is back on-screen.

Caruso's nine-minute film begins at the prince's home, finding the sophisticate in the midst of his daily shave. As a twist, the real Prince of Soragna, Diofebo Meli Lupi, plays the role of his barber, singing as he shaves his on-screen counterpart.

As they are wrapping up, the prince's friend, played by opera singer Vittorio Grigolo, arrives, wasting no time in requesting help from the royal. As a vocal record spins, the guest says that the sound is just what he has been searching for.

Deciding that what Mr. Griglo needs is passion and magic, the prince beckons the musician and his companion Fef to follow him. As the prince leads them down a cobwebbed hallway, Mr. Griglo is concerned that this excursion will take too much time, to which the price replies that the pursuit of perfection makes time irrelevant.

The trio piles into a small boat, paddling out to more open water. Suddenly they are traveling in a sailboat, eventually pulling into a port and receiving looks from fishermen.



Image courtesy of Caruso

Once in town, Fef separates from the group, off on his own quest.

The prince comes across a fried pizza stand and is greeted by name by the chefs, continuing the character's notoriety seen in previous films. After urging Mr. Griglo to try the simple yet historic food, the pair sets off down a street.

Here, they encounter a woman singing while cleaning on her balcony. The opera singer attempts a reply, but gets a tepid response from the woman until he tries again with more heart at the prince's suggestion.

Meanwhile, Fef finds a tucked away spot with live band. His companions also find their way to the haunt overlooking the water, taking in the music.

This inspires Mr. Griglo, who is seen performing for an intimate audience of all of the people encountered in Naples.

Caruso presents: The Good Italian III - The Magic of Naples - starring Giancarlo Giannini

Caruso's The Good Italian has received both critical success and marketing results. The films have been awarded at international film festivals, and the original film's 360,000 views place it ahead of all other Italian menswear labels.

"The potential is limitless in terms of what the prince can do in Italy," Mr. Louangvilay said. "To date, the videos have showcase locations and a potential expansion on the prince's journey could include meeting with more local artisans who influenced him to see how his style and taste evolved over time, or perhaps, show the Prince's youth to understand his backstory a bit more."

Content creation

Taking branded content beyond traditional advertising or promotional videos provides an opportunity to engage and connect with consumers on a deeper level.

As brands require more video content to reach consumers, a number of companies have made an investment, creating in-house studios. During the "Brands Building Studios: The How, the Why, the ROI" panel discussion at ad:tech New York 2016 Nov. 2, speakers shared their own experiences of using video to inspire consumers ([see story](#)).

For instance, German automaker BMW is taking a page from Hollywood and rebooted its celebrity-packed action film series, located online.

Social media users and television viewers are being enticed by [BMW](#) with teasers for its upcoming short film, featuring actors Clive Owen and Dakota Fanning. The film series, airing on [BMWfilms.com](#), is a new generation retelling of its early 2000s films featuring Mr. Owen as a driver in conflict situations, appealing to the masses ([see story](#)).

"The video reinforces the brand's heritage and what the brand is proud of, and that's being an Italian brand," Mr.

Louangvilay said. "In addition, it positions the brand with a luxury artisanal feel through storytelling with the videos."

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