

APPAREL AND ACCESSORIES

Stella McCartney portrays vibrant, energetic mood via choreographed campaign

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Stella McCartney spring/summer campaign image

By SARAH JONES

British apparel and accessories label Stella McCartney is spreading a message of positivity through a campaign that celebrates life and love.

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For its summer 2017 effort, the brand tapped artist Urs Fischer as its collaborator, enhancing photographs of its collection with the sunny sentiment, "All is love." Stella McCartney frequently uses its campaigns as not only a marketing tool, but a means to make a statement.

"The All is Love' campaign is true to Stella McCartney's brand personality optimistically carefree," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas.

"And in the times we're living in, coming off of a divisive and contentious presidential election in the U.S. and the equally cantankerous Brexit in Europe, a positive message infused with themes of life and love should be welcomed and well-received among potential buyers and McCartney fans," he said.

Mr. Gentleman is not affiliated with Stella McCartney, but agreed to comment as an industry expert.

Stella McCartney was reached for comment.

All you need is love

Stella McCartney's campaign was photographed at Eileen Grey's villa in the Cote d'Azur. Shot amid murals by Le Corbusier, the campaign shows models Dilone, Alanna Arrington, Charlee Fraser and McKenna Hellam intertwined or posing in a relaxed position.

Mr. Fischer added the finishing touch to Stella McCartney's images, embellishing Harley Weir's photos with yellow lettering.



Image from Stella McCartney's summer 2017 campaign

Continuing the theme of peacefulness, Stella McCartney tapped choreographer Blanca Li for a series of corresponding films also directed by Ms. Weir.

The trio of videos opens with "Trust," in which the models are shown as a group beachside. The quartet dances in sync, moving to the beat of Nire's "Hopscotch," and engages in trust falls, proving their acted out friendship.

Act II, "Play," finds the models playfully pushing each other as they bounce to the music. Their movements are enhanced through the film editing, which either slows or speeds the footage.

Act 2: Play / The Stella McCartney Campaign Film

A third film, "Dance," will also be released.

"McCartney's courting confident, vibrant and inspired women with this campaign," Mr. Gentleman said. "The Trust, Play, Dance' film series is meant for those who don't take life too seriously, who have a zest for life, and a youthful exuberance personified by the clothes they wear."

Stella McCartney's print campaign will debut in the March issues of U.S. titles Vogue, Harper's Bazaar, W, Elle, V and Interview. Internationally, the ads will run in publications in the United Kingdom, France, Italy, Spain, Scandinavia, Russia, Japan and China.

Message-based marketing

This is Stella McCartney's third artistic collaboration on its campaigns. These partnerships have allowed the brand to add another layer to its campaign imagery.

Stella McCartney put its founder's vegan values front-and-center in its winter 2016 advertising campaign.

In the brand's print effort, images of model-actress-environmentalist Amber Valletta posing in the collection are overlaid with text from artist Ed Ruscha spelling out phrases such as "Meat free." Juxtaposing the cruelty-free messaging of the print campaign is a witty mockumentary that takes consumers into a humorous alternative behind-the-scenes environment ([see story](#)).

The Kering-owned fashion label also communicated its brand values through a handful of millennial spokesmodels.

To launch its latest scent, Pop, the brand brought together a posse of personalities who have similar feelings about issues such as sustainability and the treatment of animals, asking them to share their views in a social media campaign. Through this "celebration of individuality, authenticity and adventure," Stella McCartney opened up its brand to a younger audience whose ideologies may align ([see story](#)).

"Stella McCartney is known for fresh, forward, comfortable and classic fashion," Mr. Gentleman said.

"This effort with its nods to Eileen Gray, known for her Modern Movement architecture, and Le Corbusier's modernist murals is an ode to modernity with a light, quirky twist," he said. "It further enhances Stella McCartney's position as a relevant, mainstay designer in the fickle world of fashion."