

APPAREL AND ACCESSORIES

Bally taps model Irina Shayk for edgy music video campaign

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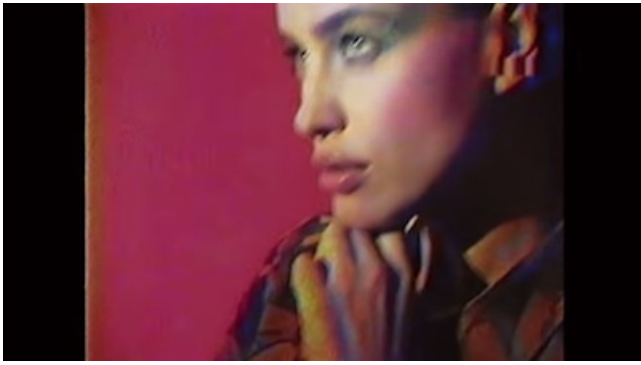
Swiss apparel and accessories label Bally is taking a throwback approach to its latest campaign, with a fashion photographer and model spearheading the effort reflective of an '80s music video.

The retro trendy video stars model Irina Shayk and was shot by fashion photographer Gregory Harris for a bold take on Bally's spring/summer 2017. Bally paired the well-known super model with up-and-coming male models for the quirky video that was film in London.

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Retro pop

In a bid to connect with consumers over nostalgia and stand out with a vibrant visual theme, Bally's campaign video takes users back to the '80s and '90s. Hoping to convey an homage to retro MTV videos and an Andy Warhol-like pop art style, the Bally video is upbeat and features a voice-over from Ms. Shayk with eye-popping colors and fast editing.



Bally's new video

The video was shot in London during October and is making its rounds now to advertise the brand's spring and summer campaign for this year. Directed by Franck Durand, the video was styled with Bally apparel and accessories by Jonathan Kaye.

Newbies Kit Butler and David Trulik are Ms. Shayk's counterparts in the video, making up a close-knit gang.

Bally's video opens with a throwback television screen shifting through channels with the iconic static noise in between that pulls viewers back in time. Bally's name appears within the opening.



Bally's new video

A woman appears, who is actually Ms. Shayk herself, and greets the model saying, "Hello Irina, do you know Bally?" Ms. Shayk responds with "Bally who?" a take on the common phrase ballyhoo.

Video courtesy of Bally

Various quick shots are indicative of a retro home video, complete with a dateline labeling the year as 1997. Polaroids, bicycles, old cars and other nostalgic items litter the video alongside Bally accessories.

Bally ballyhoo

Bally took a similar approach with another campaign by updating a vintage boot style for today's globetrotting consumer in a collaborative effort with artist Andr Saraiva.

The Bally x Andr capsule collection was inspired by a pair of secondhand Bally boots rediscovered in the depths of his closet as he packed for a trip. The boot design, originally from 1973, had such character that Mr. Saraiva wanted to create a replica for his girlfriend, and from that idea stemmed a capsule collection of travel-themed accessories, exclusive artwork and a Snapchat scavenger hunt to promote the collaboration ([see more](#)).

The brand also recently appointed its first chief marketing officer, the latest in a series of key hires.

The CMO William Daley was most recently at Marc Jacobs, where he was senior vice president of communications, with additional luxury credentials from positions at Bottega Veneta and Michael Kors. Bally is looking to further communicate its 164-year heritage, making this latest addition to its team strategic ([see more](#)).