

APPAREL AND ACCESSORIES

## Versace models athluxury collection with urban dance-inspired short

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*Versace's "All-Nighters" short film*

Italian fashion label Versace's latest video campaign, "All-Nighters," takes a cinematic approach to content marketing by going beyond traditional social media channels to distribute it.

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The video was created in support of Versace's spring/summer 2017 athluxury-inspired collection. All-Nighters debuted on LVMH-owned video content site Nowness, and will be hosted there rather than through the brand's YouTube or Facebook pages.

"Fashion brands are in the business of world building, because at the end of the day, they are selling you an aspirational lifestyle as much as they are products and services," said Michael Miraflor, senior vice president, global head of futures and innovation at [Optimedia Blue 449](#). "The world that Versace has created in this video is very vibrant, urban, electric, and creative... the cinematic video expresses the ethos of this collection better than products alone can offer.

"Put in another way: the world that the video creates puts the clothes in proper context, and thereby create desire, consideration, and purchase."

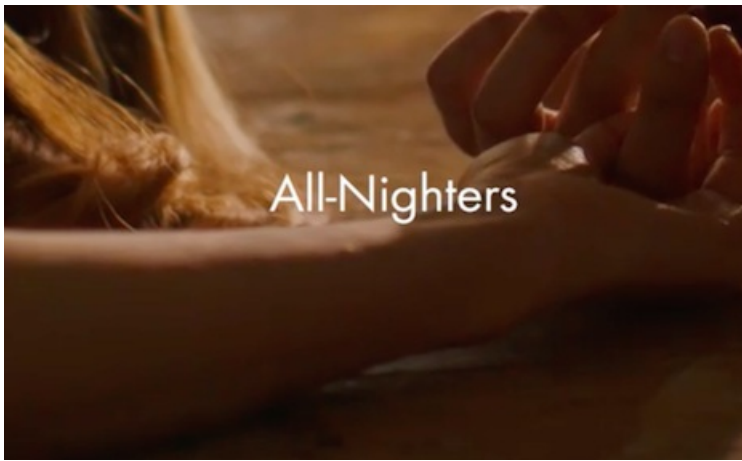
### Urban choreography

Fashion brands have always intentionally blurred the line between commerce and art, and the divisions between the two worlds have only gotten murkier with time.

Many modern fashion video campaigns abandon traditional commercial models in favor of a more impressionistic, artful take.

This style is on display in the latest video campaign from Versace, titled All-Nighters, which debuted on Nowness.

The video, or more accurately a short film, centers on two young people, a man and a woman, as they engage in athletic, choreographed dance in and around a variety of urban settings.



*All-Nighters makes use of dreamy, art film-inspired cinematography*

Both dancers, clothed in Versace's spring/summer 2017 athluxury collection, dance together sensually, varying the tempo and mood of their dancing as the film goes on.

Throughout the film, a variety of different outfits are showcased as the pair dance their way through parking lots, rooftops and city streets.

Accompanying the dancing is staccato electronic dance music peppered with sounds of the city scape, such as sirens and cars driving by.

The combination of vibrant EDM music and the muscular dance routine emphasizes Versace's latest collection's emphasis on blurring the line between athletic wear and luxury clothing.

Each outfit worn by the pair of dancers is loose while still form-fitting, emphasizing their lithe bodies and graceful choreography.

"Video is more important now than before, as the consumption of video content is only growing, and sight + sound + motion is powerful when it comes to branding," Mr. Miraflor said. "More important than the "if" question for video for fashion brands is the "how," as long-format video does not resonate with young consumers (if that is the intention) as much as formats that are native to social platforms.

"If anything, the two could be complimentary."

A cinematic affair

Part of Versace's effort to set All-Nighters apart from other video advertising as a cinematic affair is that it is hosting the short film on Nowness in addition to more traditional channels such as YouTube.

Fashion brands of a higher caliber, such as Versace or Chanel, tend to want to separate their video advertising from more conventional video spots and have them seen as something more artful that is valuable in its own right, rather than just being an ad for a product.

A recent video series by Chanel, a documentary about the life of founder Coco Chanel, also sought to set itself apart from other video advertising as being a standalone piece of content that is valuable in itself. Unlike Versace, however, Chanel felt that YouTube was a valuable enough channel to host this series.

*Versace's All-Nighters*

Chanel has plugged the series hard and, combined with the strength and reach of its historic brand name and the subject matter, has pushed each episode of the series to more than a million views on YouTube ([see story](#)).

The All-Nighters campaign is also unlike Versace's other recent campaigns, including one that took a much more lo-fi approach to content as opposed to the high-brow direction of the film hosted on Nowness.

Instead of high production value and curation, Versace turned the camera over to model Gigi Hadid and asked her to chronicle parts of her life in raw, unfiltered images that were shared on social media.

These unfussy shots reflect the mood of the collection, which was designed to be a "real wardrobe for a fresh generation." Throughout the shots, the models are styled in torn denim, leather and mesh pieces ([see story](#)).

But All-Nighters goes the opposite direction from that more grounded campaign, with dreamy, art-house

cinematography reminiscent of high-art film directors such as Terrence Malick and Steve McQueen.

The campaign shows how high-fashion brands can set their video campaigns apart from standard video advertising and establish those films as something that can stand on their own merits.

"Lastly, it's important that every video effort (whether long form or social) have a solid distribution strategy to guarantee exposure," Mr. Miraflor said. "There are so many beautiful long-form fashion videos on Youtube that only have a few thousand views.

"Every video can benefit from a focused paid push to compliment owned efforts," he said.

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