

APPAREL AND ACCESSORIES

## Moncler rolls out witty rules for fierce females

March 21, 2017



Moncler's #BlackInkyStory

By SARAH JONES

French-Italian apparel label Moncler is helping women achieve a carefree lifestyle in a set of tongue-in-cheek guidelines.

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A promotion for the brand's Black-Inky Story pieces from its spring/summer 2017 collection, a short film lays out how-tos for taking on life in a rebellious manner. For Moncler, these humorous rules lend a personality to the featured fashions, meshing entertainment and a product push.

"Judging from the videos on social media, it appears that Moncler is standing strong on their position that they do things different than most luxury Italian based brands," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York.

"Instead of using social media trends, for instance the dap, 'Boy Bye,' etc., to show viewers that they are part of this culture, the brand, instead, uses those trends to explain why they don't need to follow trends and to focus on being an individual," he said.

"The video messages are clear - be different - which has been the epicenter of their brand ethos of being from the mountains but made for the city."

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

### Rule book

Moncler's film debuted in whole on Facebook, with a drawn out release on Instagram. For Instagram, the content was split into shorter episodes.

Set to a rock soundtrack, Moncler's video opens on the topic "Wake up like a champ." A model clad in sunglasses is seen sprawled on an inflatable raft covered with bedding, floating in the middle of a pool.

She is also depicted eschewing fruit for a hefty bite out of a baguette and catching a paper cup of coffee with a

shimmy.



### *Moncler #BlackInkyStory*

Moncler also teaches consumers how to make believe it is their birthday. Clips show the same model eating cake out of her hand, emerging through a sea of brightly colored balloons and riding on the back of a motorcycle with her arms posed like a ballerina's.

"Tell them boys bye" tackles the break up. The protagonist speeds away from a past boyfriend, who is bound to a pole, and then is seen in a successive scene cutting a phone cord.

For navigating awkward situations, Moncler humorously suggests opening an umbrella and pretending to be carried away by the wind or hiding in a coat.

According to Moncler's film, the answer to finding "inner zen" revolves around self-help books, painting and a cat.

"It's definitely speaking to viewers who relate to the actress' character," Mr. Louangvilay said. "The character is a little socially awkward, but in a cool, mysterious 'I need to get to know her' way.

"Most people, especially in social settings, can relate to being a bit awkward and seek comfort into things familiar to them," he said. "The video tells a story overtime that it's okay to be awkward but let's use it to show how cool we are. They're doing a good job at communicating this."

Moncler's Black Inky apparel features edgier looks in a color palette of black and white. A denim jacket features a camouflage print and a zebra collar, while other pieces in the collection including a leather biker jacket and lightweight parka with denim detailing.

### Short stories

As consumer attention spans shrink, brands are meeting the demands for shorter form content without compromising storytelling through serialized videos.

For instance, Richemont-owned accessories label Lancel is focusing on the emotional bond between woman and handbag in a playful push for its June collection.

In a series of social films, the brand touts the handbags' multipurpose functionality through etiquette lessons on the do's and don'ts of ownership. Unlike other fashion categories, handbags hold a unique position in a woman's

wardrobe, leading to a natural bond that marketers often speak to ([see story](#)).

France's Givenchy Parfums is encouraging consumers to explore the world through a lighthearted lens in the latest campaign for its Live Irrsistible line of scents.

Reprising her role as the fragrance's face, actress Amanda Seyfried is captured in a series of vignettes that show her making "life a playground." Continuing the thread of previous campaigns for the collection, the spokesmodel inspires consumers to live their lives free from the limitations of rules or expected norms ([see story](#)).

"Every channel has different purposes and best practices," Mr. Louangvilay said. "Instead of using the same video for all channels, Moncler shared shorter ones on Instagram as this is a smarter strategy to distribute content since most people on Instagram prefer shorter videos than longer form. It makes more sense for this specific channel to use shorter videos."

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