

APPAREL AND ACCESSORIES

## Fratelli Rossetti gives 360-degree look at fall ads

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*Fratelli Rossetti fall/winter 2017 campaign. Image credit: Fratelli Rossetti*

By STAFF REPORTS

Italian apparel and accessories label Fratelli Rossetti is embracing the immersive qualities of virtual reality in its fall/winter 2017 advertising campaign.

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The brand's effort depicts a pair of models throughout a space, allowing consumers to explore this frozen series of shots as one cohesive panoramic. Virtual reality film has taken off, and this still campaign mirrors the scene-setting qualities of 360-degree video in a magazine ad format.

### Surround sight

Fratelli Rossetti's campaign, creative directed by Motel409, finds a male and female model in a classic yet contemporary space.

The models are depicted in similar apparel while sporting different shoes and bags throughout the series of spliced-together shots.

Consumers who view the campaign image on Facebook or the brand's Web site have the opportunity to interact with the panoramic shot, moving their cursor to change their vantage point. On the Web site, they have the additional option to zoom in or out.

Virtual reality is becoming more common in luxury marketing, as brands warm to the potential storytelling benefits of the format.

Since Facebook and YouTube introduced 360-video along with hardware devices from Google, Samsung and Microsoft, marketers are stepping up efforts to leverage virtual reality to connect with consumers, showing the technology's potential beyond gaming.

Virtual reality was originally thought to be a huge innovation within the video game industry, but brands have unlocked its potential for marketing through various video and interactive experiences. Mobile creates a huge potential in terms of technology and optimization to develop virtual reality experiences and now that the innovation is more accessible for brands, we are seeing more and more usage of virtual reality ([see story](#)).

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