

APPAREL AND ACCESSORIES

## Roberto Cavalli's short film is a touching bit of childhood nostalgia

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*"Something Extraordinary" follows a group of kids on an adventure. Image credit: Roberto Cavalli*

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Italian fashion label Roberto Cavalli is drawing attention to its latest fall/winter junior's collection with a short film chronicling the nostalgic adventure of a group of children.

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The film, titled "Something Extraordinary," follows a group of children searching for a hidden treasure. The light-hearted and adventurous tone is meant to support the playful and independent feel of the new children's wear collection debuting this season.

Something extraordinary

Roberto Cavalli Junior's fall/winter 2017 collection revolves around the feeling of adventure and mystery inherent in childhood. At the same time, the collection invokes a sense of nostalgia.

This feeling is translated into the premiere short film for the collection, which follows a group of children as they search for a lost treasure.

Roberto Cavalli's film is narrated by a woman who recalls the events of the film that happened when she was a child. Over a jaunty score, the woman remembers a time when she and her friends were playing in an old mansion when they discovered a mysterious map.

Over the course of their adventure, the friends follow a map to a secret room in the manor, in which they find a key. The key leads them to a treasure chest, which they open and marvel at the contents.

The viewer does not see what is in the chest, hearing only from the narrator that it was "something extraordinary." The lack of a definite treasure emphasizes that the journey to find it is what is really the focus of the story.

*Roberto Cavalli Junior's Something Extraordinary, fall/winter 2017*

Directed by Carlo Impagliazzo, the short film is filled with a sense of wonder and celebrates how magical the world seems through the eyes of a child.

Each child in the film wears clothing from the collection as they search through the old manor.

The lighthearted style combined with the wistful tone of the narrator presents a nostalgic view of childhood and its endless adventures.

### Childhood adventure

While the tone of the short film is definitely aimed at children, using simple language and following a simple plot, Roberto Cavalli's *Something Extraordinary* is also aimed at adults.

The narrator serves as a link between the children's adventure and adulthood, hooking adult viewers in as well as kids.

This is similar to an approach that Dior has taken in some of its kids campaigns, focusing equally on adult and child viewers.



*The kids opening their treasure. Image credit: Roberto Cavalli*

In a pair of videos, Dior debuted its new Baby Dior collection in a playful, fun environment while keeping many of the standard tropes of luxury video campaigns in an attempt to make the clothing appealing for both children and parents. When marketing children's clothes, it is still the parents who ultimately make the purchase, so striking a balance is necessary ([see story](#)).

Roberto Cavalli's creative projects have been undergoing some revision recently ever since the appointment of Paul Surridge as new creative director of the company in May.

Mr. Surridge's resume includes time at Burberry and Zegna, and he most recently acted as a consultant for Acne Studios. The designer succeeds Peter Dundas, who left the label amid restructuring last fall ([see story](#)).

Roberto Cavalli's *Something Extraordinary* offers a heartwarming bit of nostalgia meant to entice both children and adults alike.