

APPAREL AND ACCESSORIES

Marni sees double in dreamlike fall advertising campaign

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Still from Marni's fall/winter 2017 ad campaign

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Italian fashion label Marni is staging a meeting between a model and her double in a surreal effort.

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The label tapped photographer Michael Hauptman to capture its fall/winter 2017 collection, the first designed by newly instated creative director Francesco Risso. While the runway is one platform to express a newly installed creative director's vision, advertising proves another opportunity to express the designer's vision for a brand.

Design debut

Marni founder Consuelo Castiglioni, who launched the brand in 1994 with her husband, left the label last year, citing personal reasons. Mr. Risso, who was previously at Prada, was hired as her successor ([see story](#)).

Following the designer's debut runway line for fall/winter 2017 presented in February, Marni is now showcasing its marketing image under new creative direction.



Backstage at Marni's fall/winter 2017 runway show. Image credit: Marni

The brand's corresponding season campaign features a three-minute film, which the brand describes as "a being, caught in the act of creating its own reality."

After setting the scene on a rocky cliff over the water, Marni's film finds a model standing opposite a handbag floating in midair. She approaches it and climbs an invisible ladder, retrieving the accessory.

She turns and sees a copy of herself and asks, "What are you doing here?" While the film includes dialogue, the model's words are never heard, but the brand instead relies upon subtitles to tell the story.

Answering in subtitle, the secondary being says, "Why wouldn't I be? We're always here together." The model is seen running in circles, as the alternate versions of herself switch over in footage that appears to be shown on a vintage television.

As the pair of individuals bend reality, whether swimming through the air or perching on a non-existent chair, the film's soundtrack pairs swelling electronic music with muffled ambient noise.

Marni Fall/Winter 2017 Advertising Campaign

Eventually, the model loses her companion, and climbs to the top of a hill to yell, "Where'd you go?" Her double then appears, and as they stand facing each other, pieces of themselves float away.

Surreal shorts

While many brands ground their marketing in realistic scenarios, others choose to take a less believable slant. Even though this may mean losing some relatability, more outlandish concepts can help brands stand out.

For instance, Italian fashion label Gucci is spotlighting its spring/summer 2017 eyewear collection through a personal lens.

In a short film for the brand, photographer Petra Collins created a fantastical story set in Hungary, where she spent her childhood. Part travel diary and part entertainment, the film paints a picture of local living through a whimsical narrative ([see story](#)).

Also, Italian fashion label Prada is exploring the unique architecture of its Inside Bag through animations showing the handbag's secret lives.

After a short teaser that did not share a sneak peek of the James Lima-directed animations, Prada unveiled the first episode of #PradaInsideMe. Each of the six episodes placed viewers alongside a cast of quintessential Prada women in "unexpected encounters and liberating epiphanies" to show off its new handbag ([see story](#)).