

APPAREL AND ACCESSORIES

DVF struts its fall designs on the streets of New York

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DVF's *An Ode to New York* film. Image credit: Diane von Furstenberg

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U.S. fashion label Diane von Furstenberg is making its founding city the focal point of its fall campaign, aligning its brand with the vibrant backdrop that parallels the collection's designs.

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To celebrate the fall line's vibrant colors and textiles, the brand has taken to the streets of New York to capture the contrast, vibrancy and unique style of the city. DVF's "An ode to New York City: A place of exuberant characters, raw energy and optimism" spans video and still imagery, attracting consumers on a variety of platforms including social media.

Street style

Through a variety of marketing content, DVF explains that the campaign "celebrates the city's beautiful contrasts and contradictions, as well as its unique style and glamour."

A film for the campaign starts out with the iconic sirens that represent a cityscape alongside a backdrop of steel, puddles and skyscrapers. A blur of graffiti and various shots of the city streets rush by until slowing down on a woman's feet wearing black-and-white high heels and cheetah-print pants as someone skateboards behind her.

"I make myself in my own image," a woman can be heard saying off camera. A shot of another skyscraper is shown with an American flag blowing in the wind in front.

The woman continues, "Bursting into the new day," as close up shots of women sporting the DVF fall line are shown walking through the streets. The cinematography of the film becomes instantly more vibrant as the video shifts in a different direction.

Various individuals are shown doing assorted activities such as break dancing or walking a dog, crossing traffic, spinning a basketball and taking pictures.

The narrator continues as if reciting a poem, discussing various things that can be seen on the streets of New York in artistic ways.

DVF's film slows down at the end as women board a ferry and the waters of the Hudson River roll by in waves. The film ends with the narrator exclaiming, "For what I dare to dream is the women I will become."

DVF marketing

The fall campaign follows DVF ushering in its new creative direction with a new logo and updated Web site this past January.

Designer Jonathan Saunders joined DVF in May 2016 as chief creative officer, a position that gives him charge of the overall creative direction of the brand. While the 69-year-old eponymous designer has not officially made any plans to step away from her label, she has made a number of strategic hires in recent years as she looks to cement her brand's future ([see more](#)).

DVF's commitment to the streets goes beyond just an interesting campaign. The fashion label recently went dollar-for-dollar with philanthropic consumers to fight against homelessness among women.

The designer partnered with The Empowerment Plan, a Detroit-based nonprofit that works toward breaking the cycle of homelessness for single women and their families. DVF teamed with The Empowerment Plan due to its relationship with its founder Veronika Scott, the recipient of the People's Voice Award presented during the 2014 DVF Awards ([see more](#)).

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