

APPAREL AND ACCESSORIES

Kenzo looks to the past to tackle the future

September 12, 2017



Maya Rudolph stars in Kenzo's latest film. Image credit: Kenzo

By BRIELLE JAEKEL

LVMH-owned fashion label Kenzo is taking on the role of Hollywood producer in an upcoming film starring familiar faces.

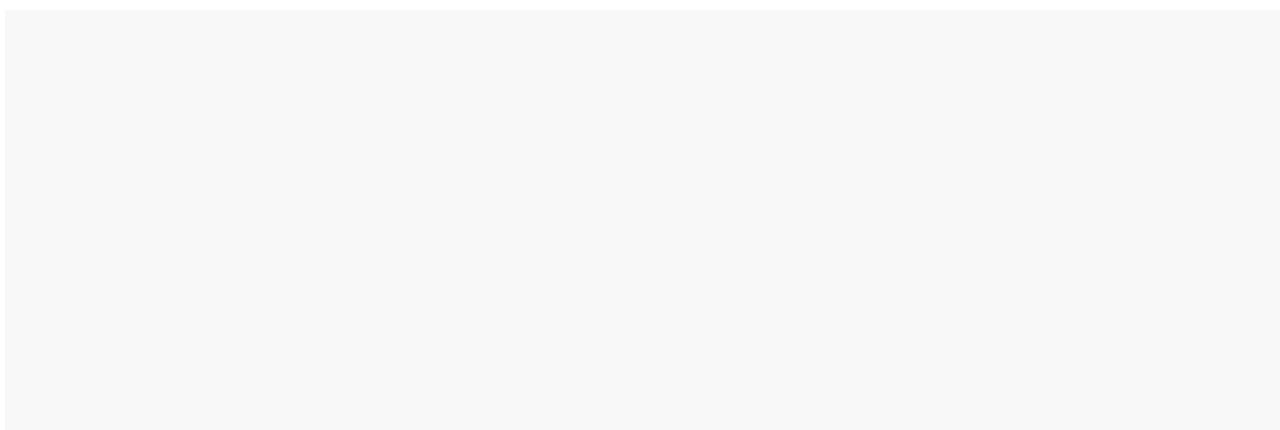
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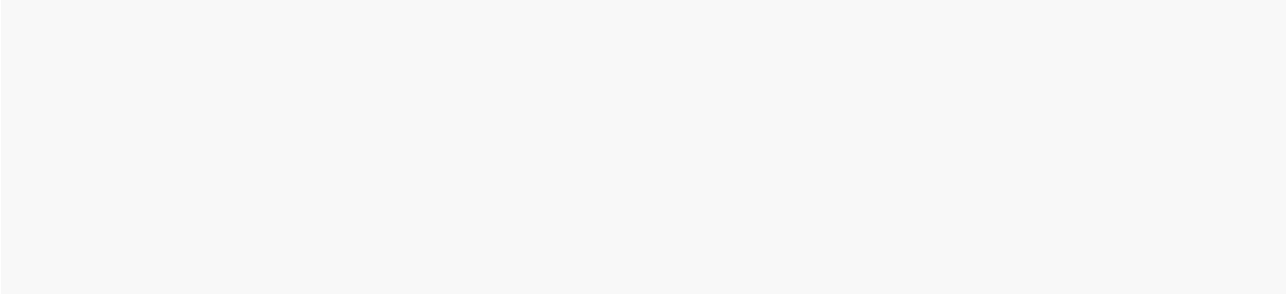
Introducing the fashion house's fall/winter 2017 collection, "Cabiria, Charity, Chastity" is former "Saturday Night Live" cast member Maya Rudolph. The quirky motion picture is set to release on Sept. 14 with Kenzo currently hyping the premiere through teasers.

"The new film from KENZO starring Maya Rudolph will definitely turn heads to promote its fall/winter line," said Patrick Goldman, marketing director at Marketing for Today. "Becoming a creative force behind projects like films can show off brands' products in unique ways that'll stand out."

Film teasers

Kenzo describes the storyline as following main character Chastity "on a surreal journey through a parallel plane, as she realizes that in order to face her future, she must first reconcile her Vaudevillian past."





Humberto Leon & Carol Lim, creative directors of KENZO, present "Cabiria, Charity, Chastity", a new film written and directed by the accomplished actress Natasha Lyonne (@nlyonne) featuring KENZO's Fall-Winter 2017 collections. The film follows Chastity (Maya Rudolph) on a surreal journey through a parallel plane meeting Fred Armisen (@sordociego), Greta Lee (@thegreta), James Ransone, Matt Lucas (@realmattlucas), #MacaulayCulkin, Waris Ahluwalia (@houseofwaris), Leslie Odom Jr (@leslieodomjr) on her way. Costume design by Arianne Phillips (@ariannephillips) and music by #johnmaus. Discover the film September 14 on KENZO.com

#CabiriaCharityChastity #HumbertoLeon #CarolLim #NatashaLyonne #MayaRudolph #FredArmisen #GretaLee #JamesRansone #MattLucas #MacaulayCulkin #WarisAhluwalia #LeslieOdomJr #AriannePhillips #KENZOFW17 #KENZO

A post shared by KENZO (@kenzo) on Sep 6, 2017 at 8:33am PDT

Former SNL member and "Portlandia" star Fred Armisen, child actor Macaulay Culkin and actress Greta Lee star alongside Ms. Rudolph on screen. The film is written and directed by Natasha Lyonne, known for her acting in the Netflix series "Orange is the New Black" and the "American Pie" franchise.

The film's surrealism follows a trend seen often in the luxury, high-fashion world, as brands look to create an image closely related to art.

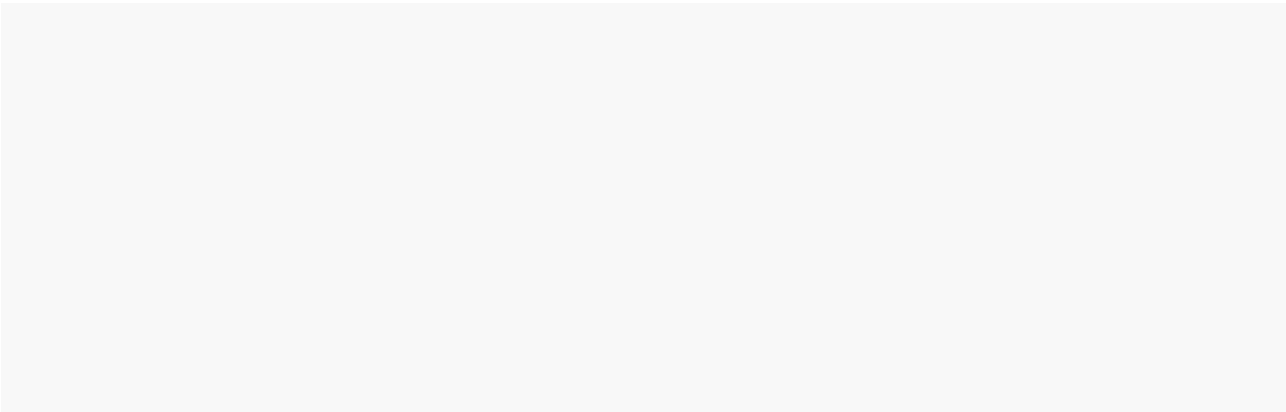
A variety of teasers have been shared to promote the film's release. An official trailer on YouTube shows Ms. Rudolph singing on stage with impossible-to-distinguish lyrics accompanied by subtitles, which reveal the song to be "Quantum Leap" by John Maus.

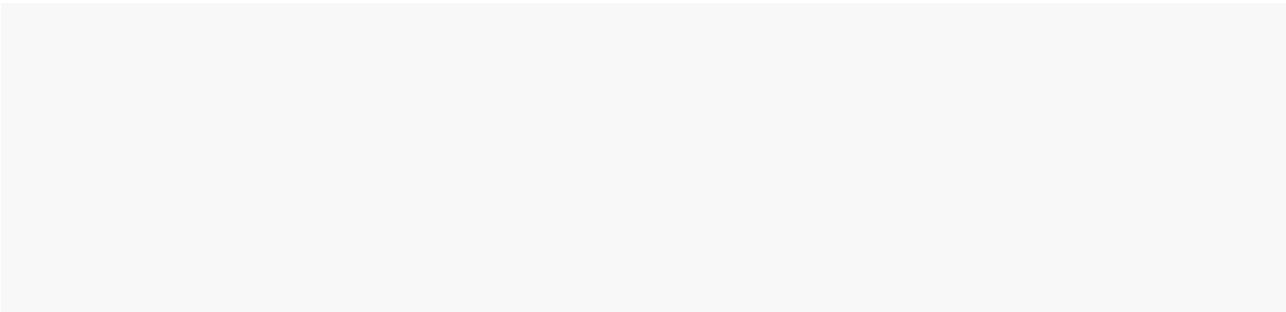
Her performance is cut in between random footage of the vaudeville world with images of the audience watching as well as Ms. Rudolph and other performers back stage.

Kenzo's film teaser for Cabiria, Charity, Chastity

Other clips on Instagram take a similar approach, one showing a portion of her performance but with French subtitles and another focusing on Mr. Armisen. He is shown with half of his face in Mime makeup while teaching in a classroom environment with captions on the film revealing that he is The Instructor.

He explains to the class that, "You must remember you cannot do clown work everywhere." Through the clip, the original version of the Quantum Leap song plays.





Fred Armisen (@sordociego) is Aldo the Instructor in "Cabiria, Charity, Chastity" directed by Natasha Lyonne (@nlyonne) for #KENZOFW17's collections. Watch the film at KENZO.com/Chastity September 14 #FredArmisen #NatashaLyonne #HumbertoLeon #CarolLim #CabiriaCharityChastity #KENZO #KENZOFW17

A post shared by KENZO (@kenzo) on Sep 10, 2017 at 2:43am PDT

Fans will be able to watch the film after its release on Kenzo's Web site and YouTube.

Kenzo films

The fashion label is often sharing unique and creative takes on film to promote its collections.

For instance, Kenzo Parfums stepped into the light to introduce the latest pillar of its Flower by Kenzo fragrance collection.

Launched in March, Kenzo Parfums' Flower by Kenzo Eau de Lumire is described as an "ode to modern sensuality" with a composition of floral, citrus and white musk notes. The original scent was launched in 2000 and subsequent marketing communications developed for the fragrance range, including Flower by Kenzo Eau de Lumire, have relied on the color red and poppy flowers for a consistent representation ([see more](#)).

Kenzo also continued its cinematic approach for its spring/summer 2017 campaign, which told a musical tale.

The brand tapped Kahlil Joseph, the director behind Beyonc's viral visual album "Lemonade," to create a short film. "Music is my Mistress" opts out of a narrative format, instead telling a larger story through a series of scenes ([see more](#)).

"When brands look to film for campaigns it is important to stay away from the ordinary," Mr. Goldman said. "With so much content out there, it is to become just a face in the crowd. Making yourself stand out is the key concept in successfulness with brands."