

APPAREL AND ACCESSORIES

Canali recruits customers for special mission

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Still from Canali's film *The Appointment*. Image credit: Canali

By BRIELLE JAEKEL

Italian menswear label Canali is sending fans of its tailoring on a mission to create the perfect suit with its latest mystery film.

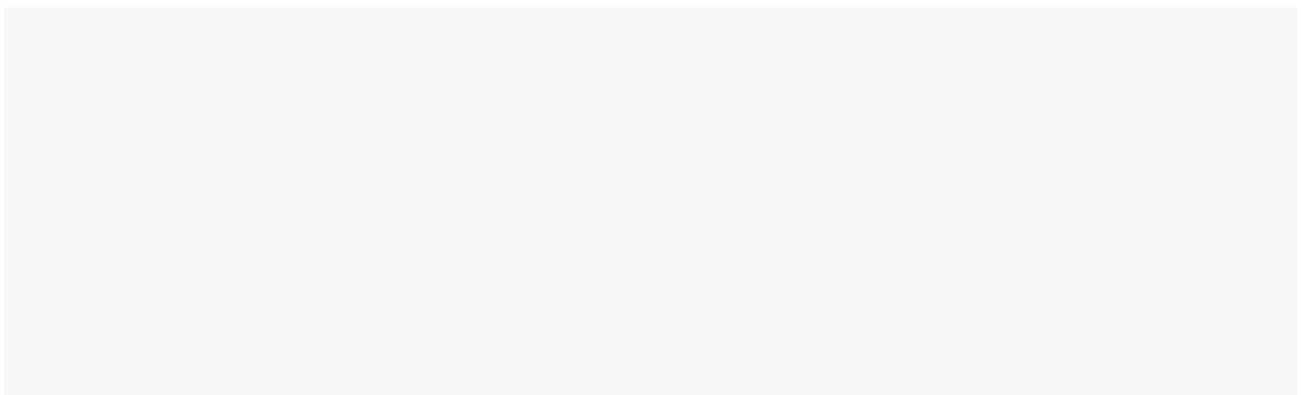
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In a James Bond-like film, Canali's "The Appointment" brings drama and mystery to the traditionally uneventful tailor appointment. Customers are saddled with a mission to discover the most fitting suit that matches not only physical attributes but their style as well.

Your mission

Beginning with a spotlight on a hand picking up a lone telephone in a dark room, *The Appointment* establishes a mysterious tone.

Canali's film is set in black-and-white and shows a pair of hands passing a stack of shirts to someone in the darkness. A man walks into a brightly lit hallway with a staircase.



We've just launched a brand new film on the Secret behind our Made to Measure service. Watch it now on Canali.com (link in bio). . . . #sumisura #canali #madetomeasure #madeinitaly #craftsmanship #suit #menswear #mensfashion #fashionfilm #fashion #sartorial

A post shared by Canali (@canali1934) on Sep 7, 2017 at 3:19am PDT

Canali's main character looks around for a bit and down at a piece of paper, before he notices a security camera. He continues to look around before walking up the staircase as intense music begins to swell that reminds the viewer of a classic spy film.

The man finds himself walking through a dark hallway as a phone begins to ring. He picks up the phone hanging on the wall but says nothing and hangs up.

Our protagonist then cracks open a door and takes a seat in front of a desk. Sitting at the desk is a man whose face is obscured by darkness.

The mysterious man gestures to a variety of fabrics, buttons and material laid out before him on the desk. A decision is made and the protagonist walks down the hallway to another room where he can be seen being fitted in a suit.

Measurements are taken before he then comes to another room where he chooses buttons and then moves onto another to pick out a collar.

The score intensifies as the man walks down the hallway yet again and leans against a door, listening.

Next, he opens the door and a bright light shines at the camera and a running filmstrip can be heard. The screen goes dark before the man walks out of the room, but only his feet and shadow can be seen.

The man walks down the original staircase, but this time dressed in a full suit. He stops to look at the paper he was holding in the beginning, turns it over and reveals the name "Su Misura" along with the words "appointment 9:00 am."

Short clips of the film are replayed as the words "the fabrics," "the style," "the fitting," "the details" and "the secret of Made to Measure?" flash on the screen.

Canali's film ends with the word "you" and again, footage of the telephone in the dark.

Canali Su Misura / The Secret of Made to Measure

Canali campaigns

The Italian menswear brand similarly took a reverse look at craftsmanship through a film that begins at the end.

Canali's "Rewind" follows the journey of a jacket from the consumer's unboxing back to conception, running the footage backwards to create an artistic effect. With the craftsmanship film fairly standard in the luxury sector, brands are thinking of out-of-the-ordinary ways to tell their particular creation story ([see more](#)).

The brand also recently took inspiration from the art world to immerse consumers in the craftsmanship behind its creations.

"The Gallery" presents Canali products in a virtual space indicative of a museum, inviting consumers to explore the making of its garments in greater detail. Canali has recently been reinventing the craftsmanship film, finding new ways of telling its production story to a digital audience ([see more](#)).

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