

APPAREL AND ACCESSORIES

Max Mara turns everyday issues into modern day fairy tale

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Still from Max Mara's *A Coat Tales* video. Image credit: Max Mara

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Italian fashion label Max Mara is telling a charming vignette that reveals a magic power in all of us.

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A new spot for Max Mara is filmed fairy-tale style, with a young lady telling the story of a woman named Clarissa who was able to create magic using the power of compassion. Max Mara's "A Coat Tale," created with New York Times' T Brand Studio, tells the story of two women and their unfortunate run ins while walking, as each models various apparel from the brand.

A Coat Tale

Max Mara's film opens up with a shot of a single book with the name "A Coat Tale" lying on a table.

Viewers can then see a pair of hands opening the novel, while a narrator explains that, "This is the story of Clarissa. Clarissa is magical."

The narrator goes on to explain that the main character cannot changes forms or wave a wand and is not a dragon's kingly daughter. But Clarissa discovered her own form of magic.

Poking her head out from behind a book, the narrator asks viewers, "Curious?"



Still from Max Mara's A Coat Tale. Image credit: Max Mara

The story explains that Clarissa loves to walk in all weather. The main character is then shown in various Max Mara clothing, walking around a forest-like set.

When Clarissa was walking one day, another woman walking by rudely bumped into her, almost knocking her over. The woman, named Morgana, is often running around looking down, buried in her phone with a large coffee in her hand.

Every time Clarissa would be walking, the Morgana woman would rudely bump into her. The protagonist would simply say, "Have a nice day," whenever the incident would occur.



Still from Max Mara's A Coat Tale. Image credit: Max Mara

Finally, Clarissa decides to try and trip the rude woman so that she falls into a puddle. Except at the last minute she changes her mind, and when Morgana bumps into her again, it is Clarissa that falls into the puddle.

When she does, she looks at Morgana and says, "Have a nice day." This finally gets the attention of the rude woman, who simply looks up and walks away.

The next day Morgana runs in Clarissa again, and again, she says, "Have a nice day." This is when Morgana finally responds with, "You, too."

From this day forward, Morgana and Clarissa started to smile and say hello to each other everyday, showing that "powers of the heart are the most powerful of all."

Max Mara's A Coat Tale, created in partnership with T Brand Studio

Fairy tale marketing

Similarly, Dolce & Gabbana took a page out of children's storybooks to enlighten consumers on the creation of its Rosa Excelsa perfume.

In an animated film, two Sicilian princesses set off on a quest for the perfect rose, returning with the ingredients of the fragrance. While most brands look to educate consumers on the careful blend behind their scents, taking this narrative approach may make consumers more receptive to the story ([see more](#)).

Also, French fashion label Nina Ricci personified two complementary scents with a model pair who are equally inseparable and compatible.

Frida Gustavsson, the face of the brand's Nina perfume since 2013, was joined in this campaign by her real-life best friend and fellow model Monika "Jac" Jagaciak, who took on the role of Luna, a newly released fragrance. Featuring true friends lends authenticity to the campaign, making their relationship a relatable reason to buy ([see more](#)).

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