

APPAREL AND ACCESSORIES

## Stella McCartney proclaims anyone donning its apparel is irresistible

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*Stella McCartney's transformation for Halloween. Image credit: Stella McCartney*

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By BRIELLE JAEKEL

British fashion label Stella McCartney is celebrating the Halloween spirit while putting a focus on transformation and irresistibility in its latest spot.

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Kering-owned Stella McCartney's "The Stella Wolfman" video views similar to a classic horror film but with a high fashion twist. Stella McCartney looks to Philippa Prince in the creation of the video that shows even a werewolf is irresistible in the brand's apparel.

"This marketing effort plays into the Stella McCarthy style; Youthful, cool and tasteful ready-to-wear clothing founded on a unique attitude- no fur or leather, which fits extremely well into the millennial mindset," said Marci Troutman, CEO of [SiteMinis](#), New York. "Clothing that is lifestyle oriented with sharp tailoring, natural confidence and a fun sexiness.

"This campaign fully supports their brand strategy," she said.

Ms. Troutman is not affiliated with Stella McCartney, but agreed to comment as an industry expert. [Stella McCartney](#) was reached for comment.

### Halloween transformation

Starring actor Rhys Ifans, Stella McCartney celebrates Halloween with the funny take on werewolves for a seasonal celebration.

The vignette starts out with two lovers meeting in the night at a graveyard for a date. The setting is spooky with thick fog moving over the landscape as a man waits holding flowers and tapping his foot.



*Stella McCartney's vignette. Image credit: Stella McCartney*

His lover arrives and kisses him in front of a mausoleum. He hands her the bouquet of roses, which pricks her finger and causes her to bleed.

The smell of blood has an effect on him, as he restrains himself. But he cannot resist smelling her finger and licking at the air.

He looks up into the sky and sees it is a full moon as a wolf howls in the background. The two link arms and walk off into the night.

A narrator urges viewers to "see the strange climax to one of the great horror stories of our time; the beauty and the brute.

"Even he did not suspect the incredible truth, neither did the girl," the narrator continues, sounding as a trailer from an old horror film.



*"The Stella Wolfman" by Philippa Price. Image credit: Stella McCartney*

The man begins to show signs of becoming a wolf with hair on his face and hands. As the girl whispers in his ear she begins to see the transformation and becomes scared.

She shrieks and runs away as he completes his transformation.

The chase through the cemetery begins as the two run around hiding behind gravestones. When she thinks she is in the clear, the girl rests as she is tired from the chase.

As she is catching her breath, the werewolf howls at the sky, giving away his location. She looks over and the two notice each other and he begins to dance as the music changes from spooky to upbeat.

The girl becomes enamored with him and the two dance toward each other and then dance into the night.

*The Stella Wolfman by Philippa Price / Stella McCartney*

Stella strategy

Stella McCartney recently also made its first mainstream out-of-home appearance in London's Piccadilly Circus.

Together with fellow British brand Hunter, Stella McCartney took over one of the six advertising spaces on the Piccadilly Lights, with the partners' marketing appearing on a rotating basis. About 100 million people walk through Piccadilly Circus each year, making this display a means to raise brand awareness among a large audience ([see more](#)).

Stella McCartney's halloween-themed vignette comes after it revealed sights previously unseen by eclipsing others in another off-kilter creative.

Symbolic of an episode of the "Twilight Zone" mixed with an old Western, Stella McCartney's film, "Eclipse" is broken into seven parts and keeps viewers guessing. The eccentric piece, also created by Philippa Price, is meant to show the impact that a metaphorical eclipse can have and its symbolic nature of today ([see more](#)).

"This campaign is unique in that the window of opportunity is small- the Halloween time frame," SiteMini's Ms. Troutman said. "Therefore the campaign has a short lifespan and must pull a consumer in quickly. The way this video quickly turns to playfulness with the couple involved has a retro feel and humor that says, 'Hey we don't take ourselves too seriously but we have fun,' and becoming a Stella McCarthy brand consumer means you do as well.

"This video smacks of part 'Rocky Horror,' mixed with the '50s genre scare movies with the 'Scooby-Doo' antics to just add to the enjoyment in sharing a fun holiday evening," she said.

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