

APPAREL AND ACCESSORIES

## Sergio Rossi focuses on the power of friendship

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*Sergio Rossi's video celebrating friendship. Image credit: Sergio Rossi*

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By BRIELLE JAEKEL

Italian footwear label Sergio Rossi is celebrating the value of friendship with the return of its video series that puts a spotlight on real friends.

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Sergio Rossi's "Partners in Crime" takes viewers to Paris, where the footwear brand introduces women and their powerful friendships. The Partners in Crime stories start off with two women who are close friends, but also have a deep love of food.

### Power of friendship

The story of Ines and Lea depicts the two women and introduces viewers to the duo's personalities and lives.

"This is Ines. It's nine in the morning," says a voice offscreen in French, as Ines sits at a table drinking coffee.

Ines is at Caf Peonies on Faubourg-Saint-Denis in Paris. The voice describes Ines as being similar to Valentino in the "Last Emperor" when he says, "I love beauty."

Sergio Rossi's Ines character sits in her home reading as the voiceover continues to explain that she pays attention to every detail.

Ines is shown sharing food with her best friend. The voice is revealed to be Lea, as she says, "How we became friends?"

They explain that the two bonded over food and even created a club. They named themselves "The Sunday Brunch."

However, the two have more in common than just food. They also love to dance, a lot.

The two women go to exhibitions, have coffee together and complain. They also enjoy people watching while sitting on the curb.

Lea and Ines start to tease each other and bring up old memories as they shop around a grocery store.

Ines explains that Lea has a great sense of humor and a wide vocabulary, often using words not heard anymore.

"Most of the time, I don't even understand what she's saying."

In her dialogue, Ines also says that Lea used to work in Ffashion and finds the best items.

The two share more memories as they dance through the night.

*#srStories Partners in crime INES + LEA from Sergio Rossi on Vimeo.*

Sergio strategy

Sergio Rossi often shares interesting vignettes, similar to the "Partners in Crime" series.

For instance, the accessories label explored the mystique of spies in its latest men's campaign for fall/winter 2016.

In an effort that captures a 'noir' atmosphere, evoking an adventurous spy story from the past," Sergio Rossi's "Follow Me, Secretly" takes viewers on journey into dark alleyways and across fog-covered bridges. The interest in spy culture, from secret agents' fashion sense to gadgetry, has maintained popularity, often being repurposed in brand communications, as the concept is full of intrigue and suspense ([see more](#)).

Sergio Rossi also celebrated the everyday wonders that occur at its factory in a whimsical short.

In one minute, "The Magic Kingdom" takes viewers on a tour of Sergio Rossi's headquarters in San Mauro Pascoli, Italy, as familiar characters such as Alice in Wonderland and Snow White descend on its workshop. While luxury brands have often turned to craftsmanship films to communicate their artistry, brands are finding ways to create more entertaining content surrounding their production ([see more](#)).

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