

APPAREL AND ACCESSORIES

Kenzo paints portraits of earthly attachment in film trio

November 9, 2017



Still from Mati Diop's "Olympe." Image courtesy of Kenzo

By SARAH JONES

French fashion label Kenzo is exploring the experience of living on Earth through the perspective of three nomadic filmmakers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Kenzo Season Zero takes the brand's fall/winter 2017 collection to both real and imagined places, communicating the ecological peril of the planet in the process of storytelling. While tied to the ready-to-wear line, the apparel takes a backseat to the narratives, acting as costume rather than co-star.

"This topic of a singular relationship with the world, of inhabiting the Earth, is not something that most people think about," said Lauren Bates, marketing manager and lead storyteller at [BlueMoon Digital](#), Denver, Colorado. "We simply take it for granted.

"Our thoughts and actions don't always concern the planet that provides us with food, water and air," she said. "We do things unconsciously or subconsciously, but that is changing.

There has been a shift in the luxury fashion industry lately, a more sustainable shift...The luxury industry is getting a sustainability makeover, and it is about time. Most of that pressure is coming from young adults. Many fashion brands have shifted their focus to the up-and-coming generations. These generations are concerned with what the brand stands for, not strictly the aesthetic of the clothing.

"Kenzo is tapping into that desire for brand social responsibility with these videos...Additionally, they asked creatives/videographers that connect with a young audience. These videos are relatable to that audience because these are normal activities for a young adult, going to the grocery store, riding the train, being with friends, dreaming, etc."

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

Sense of place

Season Zero features commissioned work from three up-and-coming filmmakers: Mati Diop, Eduardo Williams and

Baptist Peneticobra. Kenzo explains that it chose these artists partly due to their shared experience of being "mixed" and "expatriated."

Reinforcing the global concept behind the films, the shorts open with the locations featured being plotted on a map.

Ms. Diop's short "Olympe" draws its name from Paris' Les Olympiades area. Starring the filmmaker's model brother Gard Diop, the film depicts a Parisian night, as he peddles his bicycle under a full moon.

While filming, Ms. Diop came across a band of friends, who became another piece of the content, depicted smoking as they are illuminated by their cell phones.

"Tzzd" by Mr. Williams finds an elf working in a Buenos Aires vegetable store. A following scene finds him falling asleep on the subway, dreaming of being in Bolivia working as a robot constructor.



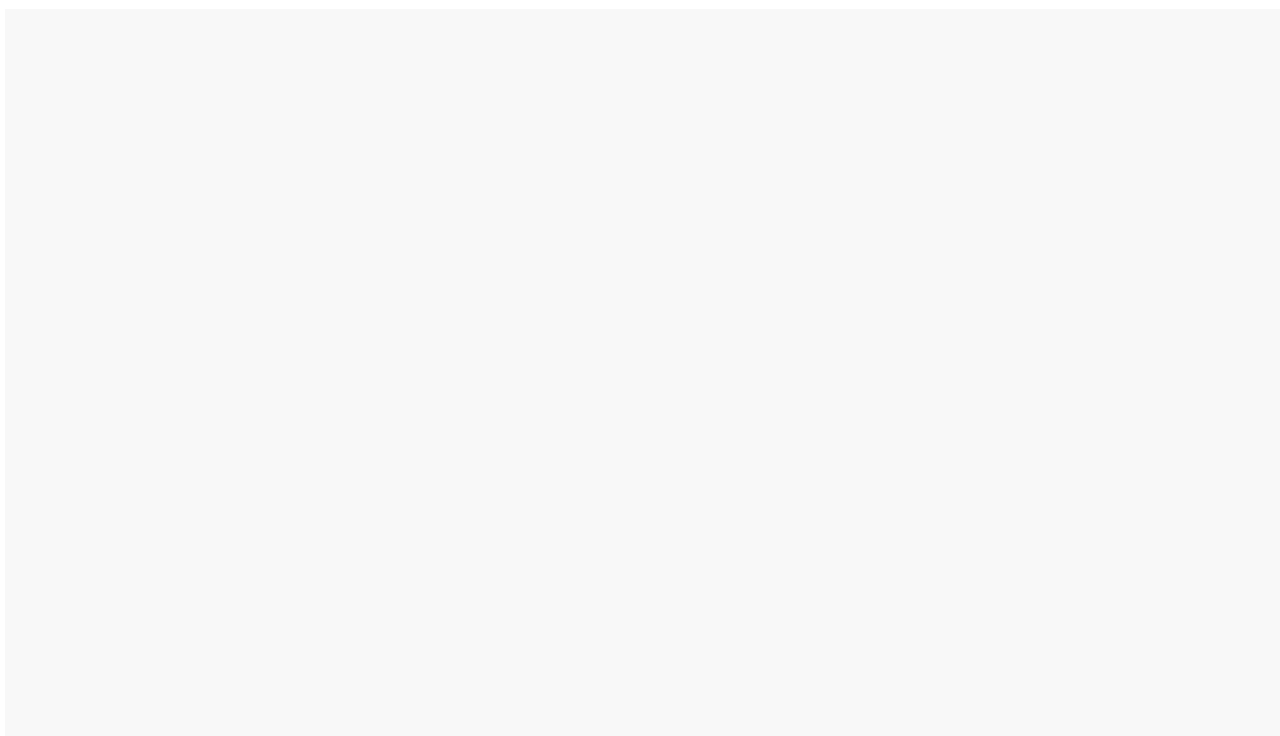
Still from Eduardo Williams' "Tzzd." Image courtesy of Kenzo


Featuring scenes with robot maker Esteban Quispe at work, the film also depicts a trio of voguing dancers.

Mr. Peneticobra's "Untitled (Juice)" focuses on something that is fairly standard around the world: the orange juice dispensed by a soda fountain. Kicking off the short, Karmesha Clark is seen sitting casually while speaking poetically about the drink.

Jack Robinson joins her and imagines life as one of these machines, thinking of what it would be like to be everywhere, filling all kinds of cups with the "gold-orange gold."

While shot in France, the film has a sense that it could take place anywhere, as it focuses on close-ups of the actors.





3/3 In line with KENZO's Season Zero project and the Fall-Winter 2017 collections, Baptist Peneticobra (@baptistpeneticobra) directed "Untitled (Juice)" starring #KarmeshaClark and #JackRobinson, a film that is quite literally a spoken work tribute to orange juice. The words are actually a metaphor for a harmonious and gleeful world. One where the world is overflowing with orange juice . We partnered with @lecinemaclub to premiere the 3 films: www.lecinemaclub.com. #KENZOseason0 #Kenzo #KenzoFW17

A post shared by KENZO (@kenzo) on Nov 8, 2017 at 8:45am PST

In addition to releasing the films on its own channels, Kenzo premiered the shorts on Le CiNeMa Club, a digital platform for film, allowing visitors to view the videos there from Nov. 3-9.

Film fans

Kenzo frequently uses film as a medium for marketing, looking to subtly branded content to showcase its collections.

LVMH-owned Kenzo took on the role of Hollywood producer in recent film starring familiar faces.

Also 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 was released on Sept. 14 with Kenzo hyping the premiere through teasers ([see story](#)).

Collaborations across industries can be a scary prospect for brands, but the potential gains from a partnership that is truly fresh and out-of-the-box are worth the risk.

This was the message that came across in a panel discussion between the creative directors of Kenzo, Carol Lim and Humberto Leon, and musician and author Questlove about collaborations and the creative process. Speaking at Fast Company's Innovation Festival Oct. 25, the three creatives stressed that new partnerships come with the fear of failure but that staying scared means staying fresh ([see story](#)).

"These videos aren't exactly in-line with [Kenzo's] standard branding," Ms. Bates said. "They are in the fact that they are a little avant-garde, but they don't speak to their current demographic.

"For their fall/winter campaign they chose a well known director and actors," she said. "By providing these offshoot shorts as a supplement, they are introducing their brand to a new audience while keeping their current audience engaged and entertained.

"So often brands try to gain new customers and completely forget about the ones they have, the ones that have been loyal to the design house for years. Kenzo is not doing that, they are embracing change while nurturing their base customer."

