

APPAREL AND ACCESSORIES

Canali short film is a comedic take on Santa Claus' big day

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Santa Claus is a fan of Canali ties in the film. Image credit: Canali

By DANNY PARISI

Italian menswear label is gearing up for the holiday season with a humorous short film following Santa Claus as he takes a wrong turn and ends up on the moon.

As the holiday season approaches, brands from across the fashion industry are ramping up their holiday advertisements in order to cash in on seasonal cheer. In Canali's new video, Santa Claus plays a central role.

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The Wish List

With Christmas on the horizon, holiday campaigns are becoming more and more common in anticipation of the busiest time of the year for most brands.

Canali is bringing a bit of fun to its Christmas-themed campaign with a short film focusing on an unfortunate occurrence during Santa Claus' annual trip.

At the beginning of the short film, Santa Claus is shown waking up on the moon where he has accidentally crash landed his sleigh.

As he gets his bearings, he finds himself stuck and begins to dig through some of the presents stored in his sack of gifts.

He finds a few presents addressed to himself and begins to open them, revealing a variety of Canali products, including shoes, shirts, cufflinks, watches and wallets that he becomes very excited over.

The Wish List

Santa Claus begins laughing and running around the surface of the moon, ditching his red and white outfit in favor of a sleek Canali suit and shaving off his long beard for a clean modern look.

Ultimately, he wakes up back in the North Pole, with the events of the film revealed to be a dream. He laughs and goes back to checking his list, with a note from Canali reading "Even Santa has a wish list."

Holiday spirit

Other brands in the fashion world have already begun to establish their own takes on holiday videos in anticipation of the big shopping season.

Italian jeweler Bulgari is looking to the stars for a holiday campaign that sparks hope and light.

Launching Nov. 20 to coincide with Universal Children's Day, the Bulgari Wishing campaign includes a fundraiser for Save the Children, prompting social media for social good. Inspired by the night sky in its Roman hometown, Bulgari's effort speaks to the magic of its creations ([see story](#)).



Santa's new look. Image credit: Canali

Outside of holiday-themed campaigns, Canali's most recent video efforts have had a higher production value with more thought put into the narrative aspects of them.

For instance, Canali is sending fans of its tailoring on a mission to create the perfect suit with its latest mystery film.

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 ([see story](#)).

With its latest short film, Canali is turning that narrative potential onto the holiday season by casting Santa Claus in the starring role.

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