

APPAREL AND ACCESSORIES

Stella McCartney puts farcical spin on fashion film

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Stella McCartney's "The Great Newman." Image credit: Stella McCartney

By SARAH JONES

British fashion label Stella McCartney is marketing its latest menswear collection via a magical plot.

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The Kering-owned brand collaborated with photography and directing duo Suzie Q and Leo Siboni for "The Great Newman," a short film that follows a magician's somewhat haphazard audition. The filmmakers took inspiration from the label's sense of humor, aiming to add a touch of comedy to a profession that practitioners take very seriously.

[Stella McCartney](#) was reached for comment.

Sleight of hand

Stella McCartney's film opens on a commercial for a Chinese restaurant. Along with proprietor Tomohiro's appeals to the audience to make a reservation, he publicizes a casting call for a magician.



Tomohiro puts out an ad for a magician. Image credit: Stella McCartney

Responding to the advertisement is the Great Newman, played by Stanley Weber. The audience first meets the performer as he prepares in a dressing room, as he tells the viewer that he usually does not audition.

From there, the magician goes on stage to perform for Tomohiro. After he delivers a dramatic introduction, he is corrected by the owner and sheepishly starts over.

He makes a number of stumbles throughout the audition, including a card-finding trick that fails to identify the right card. In between these failures, the magician is shown backstage alternating between feeling good about his performance and sobbing.

Building out the character, the Great Newman also reveals to the camera that he believes he can talk to fish and that he thinks his job can save lives.

Throughout the audition, Tomohiro mostly maintains a stoic expression, seemingly unimpressed by the magician. At the end, the Great Newman is seen on a darkened stage begging to be let out of a box.

The Great Newman - A film by Suzie and Leo featuring Stanley Weber

"Magicians are usually quite serious and we wanted to create something comical about the situation while maintaining the notion of manipulation," said Suzie and Leo in a statement.

While not an overt promotion for Stella McCartney's collection, the magician's wardrobe changes between acts to reveal a new look styled by Pau Avia. Throughout, he wears ensembles ranging from a tuxedo to a printed shirt.

Fashion film

Stella McCartney has often linked with creatives to showcase its fashion collections through film.

Last year, the label celebrated the Halloween spirit while putting a focus on transformation and irresistibility in a spot.

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 ([see story](#)).

French fashion house Kenzo similarly focused on the relationship between artist and muse in a project that brings together fashion, film and music.

Centered on its spring/summer 2018 collection, Kenzo's "Yo! My Saint" is an artistic collaboration that includes an original song by Karen O, best known as the lead singer of the Yeah Yeah Yeahs. While acting as a marketing effort for this season's designs, Kenzo's project puts entertainment ahead of overt product promotion ([see story](#)).

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