

APPAREL AND ACCESSORIES

Canali highlights its suits' comfort, flexibility through acrobatics

March 22, 2018



Canali's lighthearted new film emphasizes its suits' comfort. Image credit: Canali

By DANNY PARISI

Italian menswear brand Canali is promoting its latest collection of comfortable, breathable suits with a short film inspired by the high-flying stunts of parkour.

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

Titled "The Race," the film follows two men wearing Canali's new Impeccable 2.0 suits as they deftly race through the wilderness, the city and other locales to be the first to reach the office. The acrobatic moves performed by the actors are meant to highlight the comfort and flexibility of the brand's new suits.

"This was actually a strategic and entertaining approach towards highlighting Canali's innovative materials and construction," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "The viewer essentially became the protagonist and if they are a fraction as active as displayed in the film, then it would be worth it to invest in their collection.

"These cutting-edge styles that allow the buyer to stay cool and comfortable especially with summer right around the corner, were released during an ideal time when consumers are patiently awaiting the next season," she said.

Ms. Strum is not affiliated with Canali but agreed to comment in an expert capacity. [Canali](#) was reached for comment.

The Race

A common aspect of high-class clothing such as a two-piece suit is that it is intended to impress visually more than it is intended to be the most comfortable thing to wear.

Yet Canali's latest campaign leans heavily on the claimed flexibility, breathability and comfort of its suits.

In a heightened, exaggerated way, Canali's The Race hopes to exemplify how its suits can be worn to the office and yet are ready for any activity that may be required of them.

At the start of the short film, two men in Canali's new Impeccable 2.0 suits leave their homes right next to each other. They give each other a competitive look before setting off on foot at a brisk run.

The Race

Soon the friendly competition escalates to absurd levels with the men running through the mountains, flipping over railings and jumping off bridges to stay ahead of each other. Their moves are reminiscent of parkour, the popular form of urban acrobatics also sometimes called freerunning.

The film ends with the two men arriving at their office, revealing themselves to be coworkers on their daily commute. The implication of the men arriving with nary a hair out of place is that the Impeccable suits are great for the office but are just as comfortable and breathable as athletic wear.

Comfort factor

The Race is short and lighthearted, keeping in line with a trend that has developed in Canali's recent advertising campaigns. The company has taken a comedic approach to many of its recent short films.

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

In it, Santa Claus crash lands on the moon and entertains himself by digging through a bag full of Canali products, ditching his red and white outfit in favor of a sleek Canali suit and shaving off his long beard for a clean modern look ([see story](#)).



Still from The Race. Image credit: Canali

This campaign also comes soon after Canali announced plans to expand its collections with a new designer at its helm.

The 84-year-old family-owned menswear brand appointed Hyun-Wook Lee as its exclusive in-house designer, WWD reports. In April 2016, it was announced that then-creative director Andrea Pompilio and Canali had mutually decided to not renew their working relationship after only a short tenure of four collections.

Canali's announcement that Mr. Lee would become its next designer came early on Jan. 12. Mr. Lee brings to Canali nearly 20 years of experience in the fashion industry ([see story](#)).

With The Race, Canali is continuing the fun and lighthearted approach it has taken to many of its campaigns recently, focusing on the fun aspects of high-fashion.

"In the past, functionality and style have not always gone hand-in-hand," Ms. Strum said. "Canali's audience may be accustomed to these materials in performance apparel, and it will be a slight mind shift towards day-to-day outfits.

"Sentiment will be positive because it will make their lives easier, more comfortable and even efficient with breathable, wrinkle-free, stain- and water- resistant material," she said. "By not having to worry about those typical stressors, this functional collection could allow their audience to feel more confident in their apparel and lead to higher performance within their roles."