

APPAREL AND ACCESSORIES

Etro reinforces roots in Milanese photo journal

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Etro's spring/summer 2018 campaign. Image credit: Etro

By SARAH JONES

Italian fashion label Etro is exploring its hometown in an advertising effort that speaks to its past and present.

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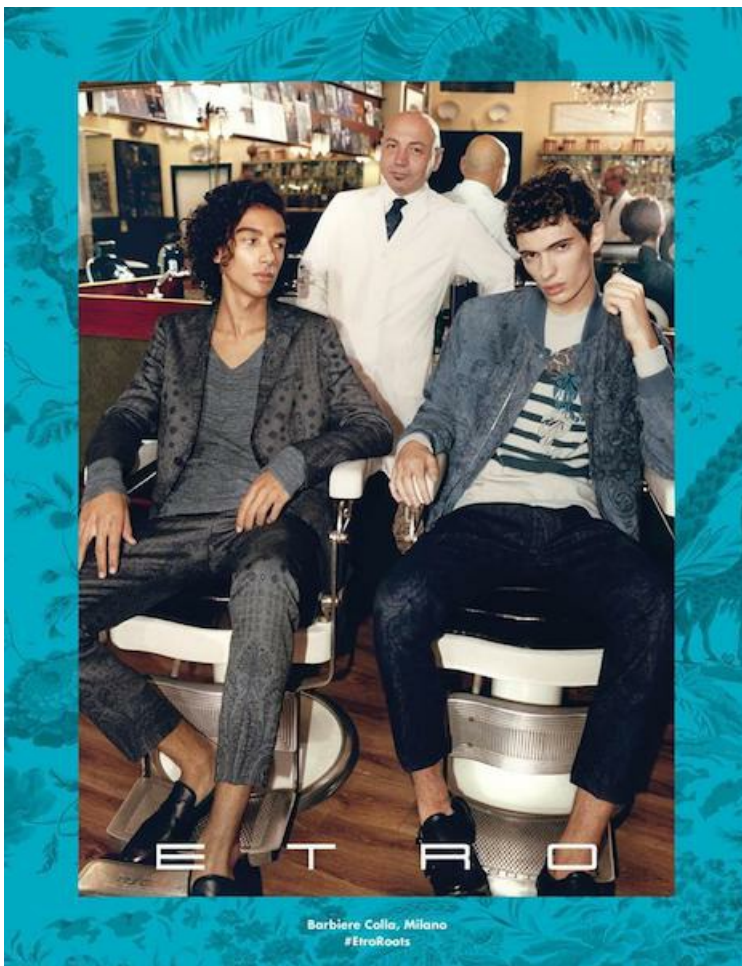
The brand's spring/summer 2018 campaign captures models at some of the city's key places. As the house turns 50, Etro is honoring its heritage with a look at Milan's characters and culture.

"Etro's decision to choose a Milan-centric concept to celebrate their 50th anniversary is a smart one," said Daymon Bruck, CCO and partner at **The O Group**, Seattle. "We advise our luxury clients to be authentic to the core, and a good part of that authenticity comes from their place of origin."

Mr. Bruck is not affiliated with Etro, but agreed to comment as an industry expert. **Etro** was reached for comment.

Local's perspective

Etro's campaign takes place in various spots around Milan, including indoor garden Vivaio Riva and Fercioni Tattoo Studio.



Etro's spring/summer 2018 campaign. Image credit: Etro

Models appear to be caught in candid moments as they grab a cocktail at Bar Basso or get a haircut at Barbiere Colla. One vignette finds a pair of models snapping photos while seated at Ristorante Da Giacomo.

Many of the spots the campaign visits offer a trip back in time, from the Tram with its wooden seats and iron rails to the auction house Casa d'Aste Il Ponte.

On social media and its Web site, the brand takes consumers through the stories of these places and the people behind them. In addition to the photographs taken of models, Etro has also included snapshots of locals.

#EtroRoots advertising campaign spring/summer 2018

Etro's focus on both the people and the places of Milan turns the campaign into a form of travel guide, providing an insider's perspective of the city. It also allows the brand to associate itself with its hometown's culture, giving an understanding of its roots.

"By selecting a number of well-curated locations around Milan for the backdrop to the 50th ad campaign, the accumulative effect on the viewer is that of an insider or an expert in all things Milanese—fashion, design, travel, lifestyle, etc.," Mr. Bruck said. "It's a great choice for the brand and the anniversary campaign."

This campaign is just one piece of Etro's Milan-centric anniversary celebrations. The brand plans to hold a year-long celebration of its history.

So far, the label has tapped artist Luca Barcellona to develop a special logo in honor of the milestone. Incorporating the brand's love of color and paisley prints, the design includes the tagline, "Faithful to love and beauty."

Heading home

Just as Etro has done, luxury houses often point to their places of birth, highlighting their heritage.

For instance, British leather goods maker Smythson explored a surreal version of its hometown from an outsider's perspective in a whimsical campaign.

The brand's "Journey to the Wild Side" film follows a tourist as she takes a roundabout route to get to Buckingham Palace, bumping into curious characters along the way. Throughout the plot, Smythson accessories make

appearances in unlikely ways, creating a fun take on product placement ([see story](#)).

Milestones are often a time when brands reflect on their heritage.

LVMH-owned perfumer Acqua di Parma paid homage to its birthplace with a special publication.

"Essere Parma," a collaboration with publisher Mondadori Electa, consists of two volumesone a novel by Antonella Boralevi and the other a book of photographs by Giovanni Gastelcelebrating Parma through two local artists' lenses. Published as part of Acqua di Parma's 100th anniversary, this book set enables the brand to reinforce its position as a patron of the arts in Italy ([see story](#)).

Like these other brands, a hometown focus will further Etro's positioning.

"For Etro to reestablish and strengthen their origin at this significant point in the company's history will only add to the brand's heritage foundation and claim as an essential Milanese design house," The O Group's Mr. Bruck said.

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