

APPAREL AND ACCESSORIES

Sergio Rossi examines the everyday in lifestyle portraits

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Sergio Rossi's "Stretched Instants" look at regular moments more closely. Image credit: Sergio Rossi

By SARAH JONES

Italian footwear label Sergio Rossi is painting a picture of its customer's lifestyle by homing in on moments in her day.

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The brand's "Stretched Instants" campaign gets into the Sergio Rossi woman's head as she thinks out loud. While a promotion for its sr Pump, the effort takes a broader approach, selling shoes as well as a way of living.

Sergio Rossi was reached for comment.

Modern moments

Stretched Instants is split into seven parts, each focusing on an everyday routine. The first film sees a woman seated on a staircase waiting for an unidentified event.

She stretches her pump-clad feet out on the steps as she thinks to herself. In a bilingual voiceover, she explains in Italian and English that her mind is occupied as she is waiting for something to happen.



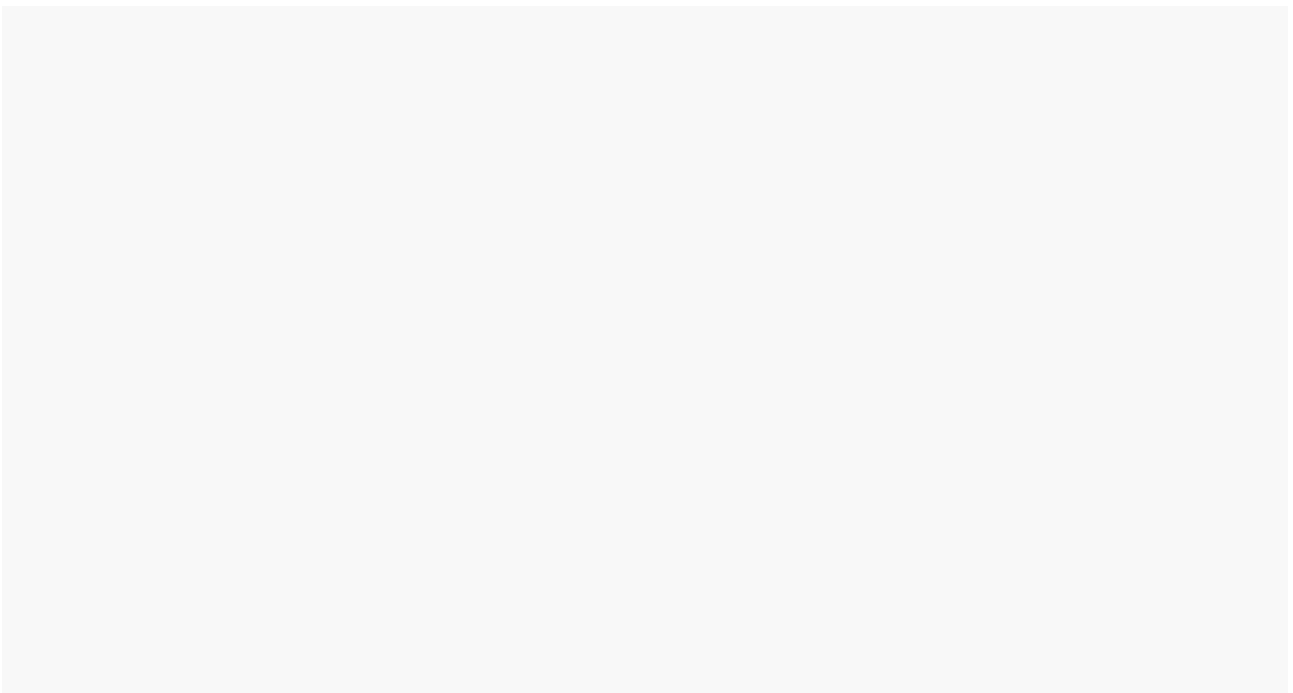
Image from Sergio Rossi's Stretched Instants campaign. Image credit: Sergio Rossi

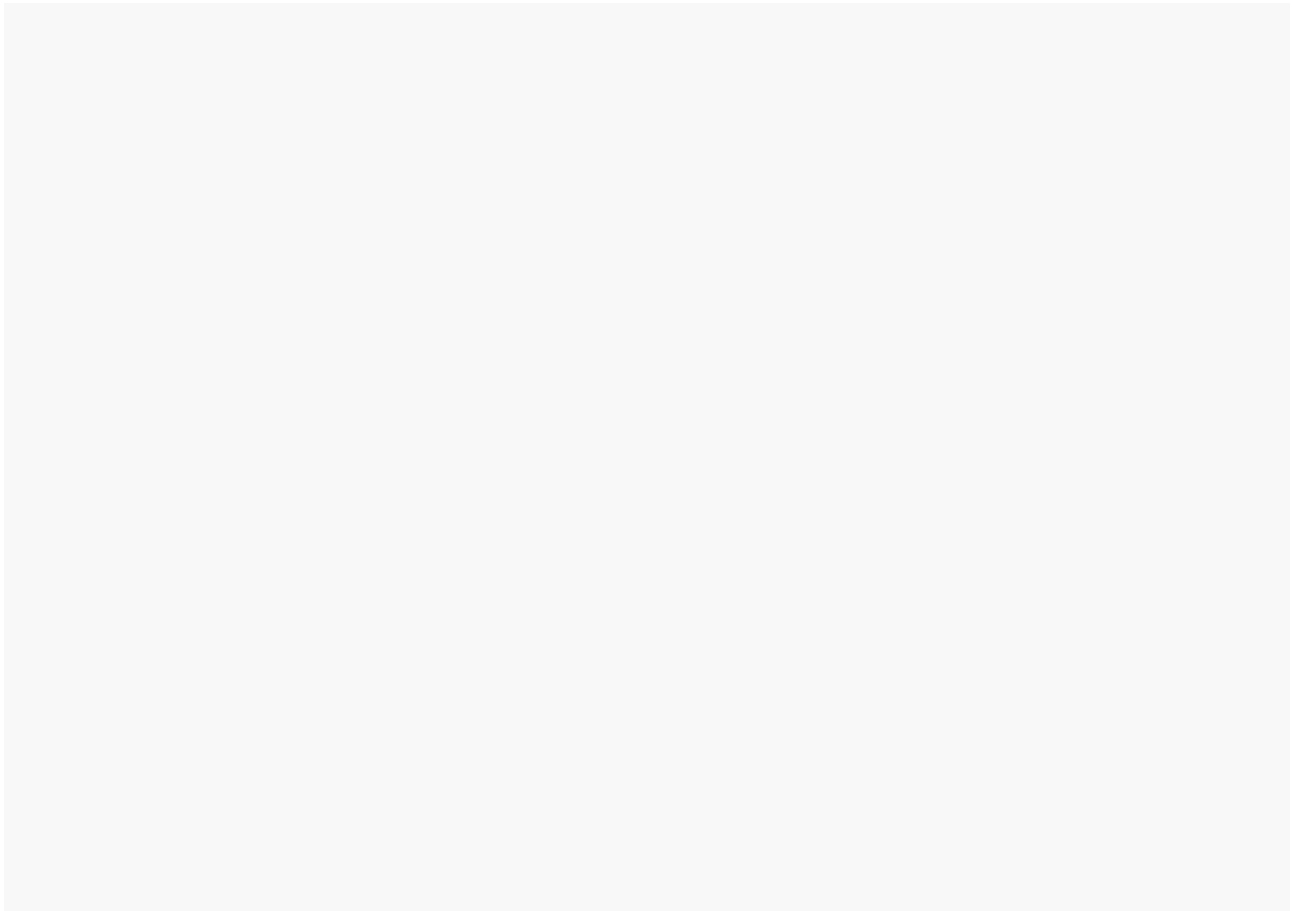
Twirling her hair and bouncing her foot, she says she is trying to think of something to take her thoughts off waiting. At the end, she says that expectation is "annoying" yet "delicious."

The second film finds the woman reclining outside by her pool. Titled "The Morning After," she appears wearing party-ready silver pumps.

As she clutches her coffee cup, she explains that that to her, this is the best part of the day, since everyone is still asleep. She enjoys the silence.

Referencing the night before, she says that she dreamt she could fly.





Introducing "The morning after": the second of 7 #StretchedInstants dedicated to the #srPump Everybody is still asleep, hot coffee, silence. Does it get any better than this? Sound on! #SergioRossi

A post shared by Sergio Rossi Official (@sergiorossi) on May 6, 2018 at 7:30am PDT

Both videos end with the woman telling the viewer, "I want to tell you a secret," creating a sense of intimacy.

While portraying an aspirational lifestyle thanks to its fashions, Sergio Rossi intended for the films to be relatable, reflecting its audience's experiences.

Similarly to the everyday scenes, Sergio Rossi's sr Pump is meant to go from office to event with fabrications including suede and metallic leather.

Lifestyle labels

Other brands have created characters around their brands, sharing relatable yet aspirational stories.

For instance, Italian apparel and accessories label Tod's told a cosmopolitan story for its spring/summer 2017 campaign with New York as a backdrop.

The brand's effort relayed a man and a woman's itineraries during a 24-hour period in the city, as they attend art gallery openings or call home. This imagined intimate look at being on-the-go depicts Tod's fashions as a companion for suitcase living ([see story](#)).

Taking marketing beyond products can help to justify luxury goods' heftier price tags.

Purchasing a luxury good requires an investment far beyond what most pay for similar products, but consumers do so because those brands have become a "passion" worthy of going out of their way to acquire.

Speaking at Ad:tech 2017 on Nov. 1, a writer and director from Questus spoke about the ways that brands can behave irrationally to drive an emotional reaction from customers which can lead to sales. In his talk, he spoke about the brand Yeti, which sells coolers at a far higher price point than competitors through the strength of its advertising and emotional connection to customers ([see story](#)).

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