

APPAREL AND ACCESSORIES

Kenzo presents new collection in blend of performance and film

July 10, 2018



Kenzo's "Le Renard Bleu" film. Image credit: Kenzo

By BRIELLE JAEKEL

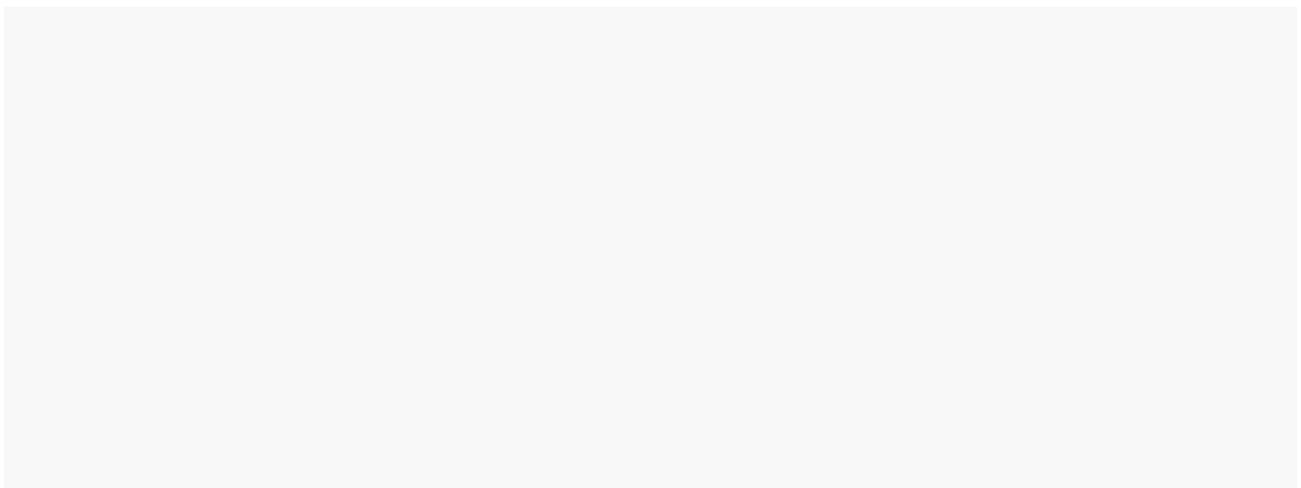
French fashion label Kenzo is working with talent across a range of disciplines including dance, music and film for an avant-garde approach to its new collections.

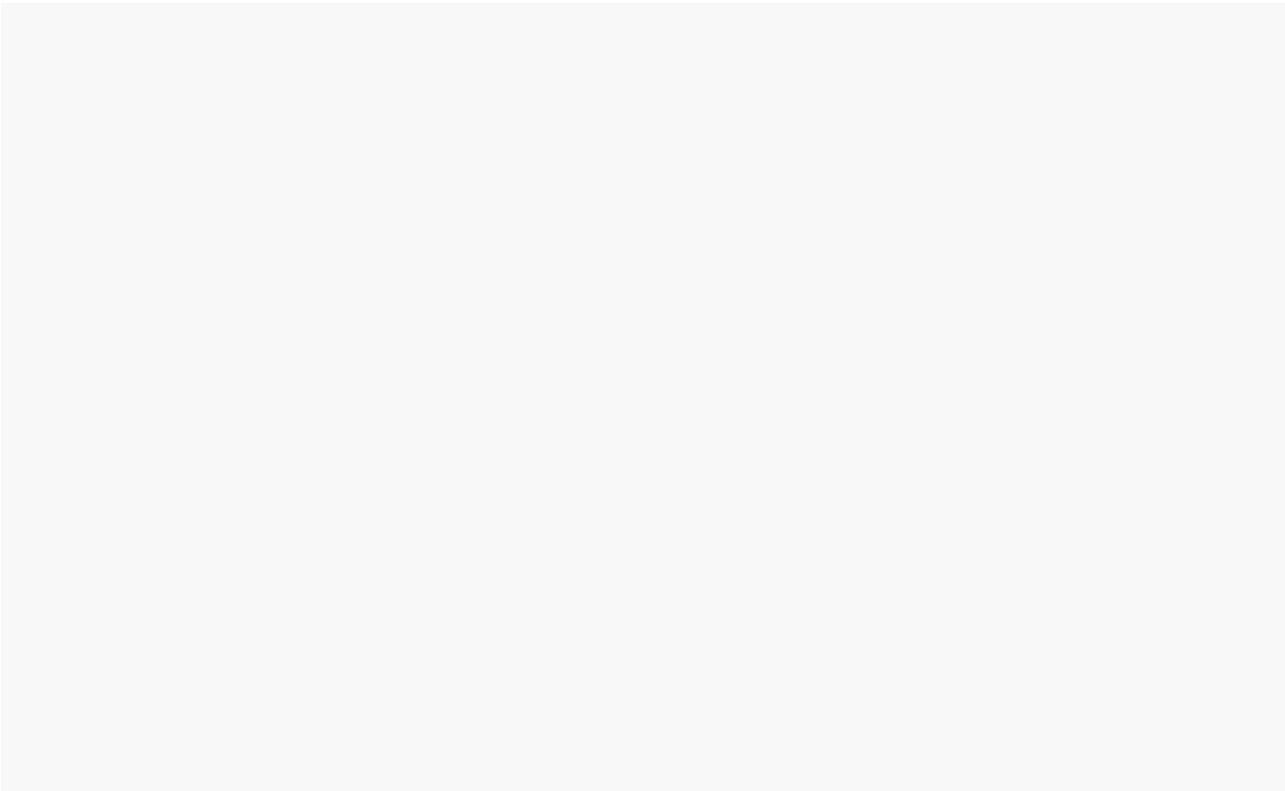
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Kenzo is building up its high-fashion image with another film that looks to art throughout a variety of mediums. The brand's film, which centers on original music by Midori Takada & Lafawndah, promotes the La Collection Memento N 2 and spring/summer 2018 collections in a moving art piece.

Kenzo films

As part of its Folio series, "Le Renard Bleu" blends music, dance and photography in one film to show off the pieces in Kenzo's latest collections in an artful manner.





"Le Renard Bleu" is a beautiful musical collaboration between artists Midori Takada and Lafawndah. Discover the creative project tomorrow on KENZO.com. #KENZOFolio2

A post shared by KENZO (@kenzo) on Jul 8, 2018 at 8:03am PDT

Starting off slow, the film gives a quiet inside look at the equipment set up for the shoot, which builds suspense for the viewer, making them feel as though something big is about to happen.

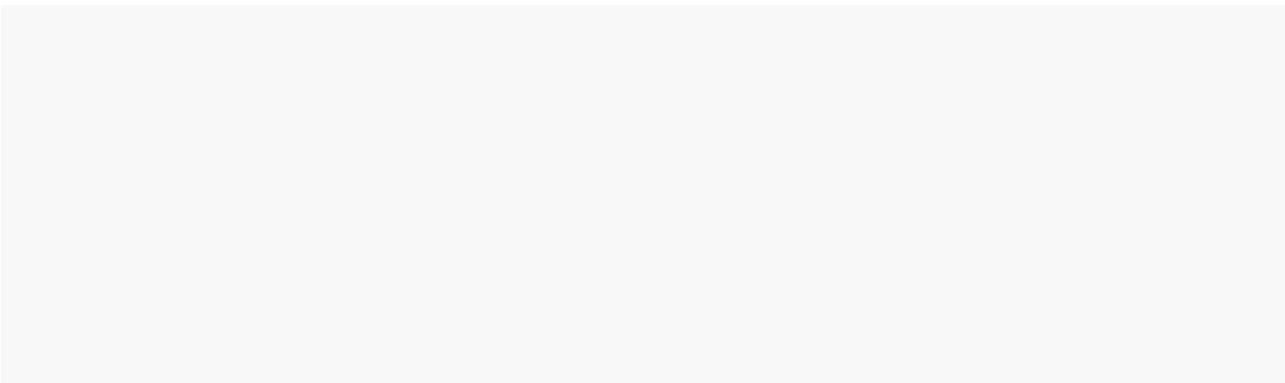
With unique footage angles and editing mixed with audio that seemingly drops out at times, the film eventually leads viewers to an unusual percussion performance.

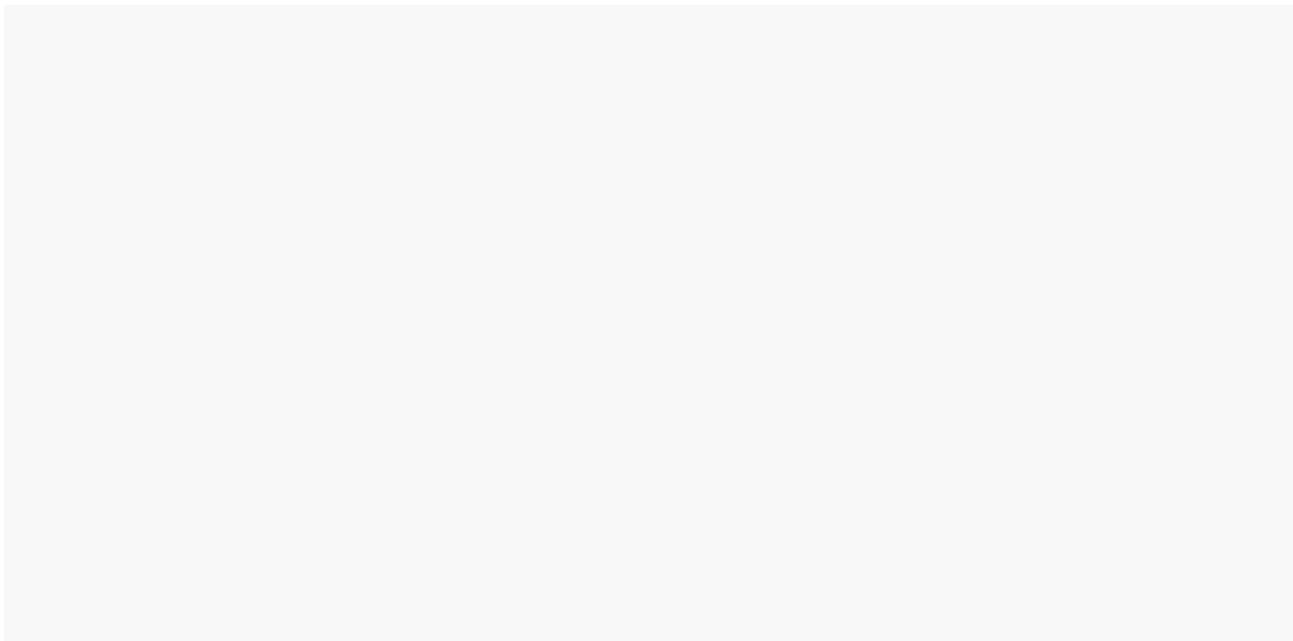
Lacking any narration, "Le Renard Bleu" only shows opening credits over footage of crew members readying the shoot. Eventually a variety of audience members take their seats and the film goes black before opening on a musician on a dimly lit stage.

The performance builds slowly as bells and a string instrument begin to grow in volume. As the music slowly builds, the back of a woman's head is shown lurking in the dark.

Eventually taking the stage, the woman turns and viewers can now see her face. She continues taking small steps into the center of the stage alongside the musician before kneeling.

Kenzo's performance quiets as its title appears on the film.





Musicians Midori Takada and @Lafawndah_ teamed up and created an original song for @kenzo. Watch the film called "Le Renard Bleu" directed by @partel.oliva on IG TV (link in bio). #KENZOfolio2

A post shared by KENZO (@kenzo) on Jul 9, 2018 at 8:00am PDT

Closeup shots of the woman dancing appear as the music gets louder and subtle vocals join the instrumentals. Eventually, the dancer can be seen singing the lyrics to the song, and the two musicians continue their performance on the stage, eventually going faster.

The video also shows two young boys in white tank tops wearing masks, who were originally sitting in the audience, crawling around and playing within the curtain. They spy on another dancer in a different space.

Kenzo's film ends with the boys appearing back in their seats as the performance wraps, with various shots of landscapes interspersed, such as a cityscape and an ocean.

Kenzo's film for its spring summer collection

Music and the marketer

Kenzo also focused on the relationship between artist and muse in another project that brought together fashion, film and music.

Centered on its spring/summer 2018 collection, Kenzo's "Yo! My Saint" was an artistic collaboration that included 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 put entertainment ahead of overt product promotion ([see story](#)).

Kenzo also pulled consumers from the doldrums of winter to manifest the essence of spring with its own scent.

In a unique spot from Kenzo, which viewed more as a musical than as a standard advertisement, a city awakened from its gloom thanks to the brand's Flower perfume. The film showed a woman walking down the street and inciting a sing along with others as poppies surrounded them all ([see story](#)).