

APPAREL AND ACCESSORIES

## Givenchy goes clubbing in nightlife narrative

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Givenchy's fall/winter 2018 campaign. Image credit: Givenchy

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By SARAH JONES

French fashion house Givenchy is capturing the nighttime spirit in an advertising campaign that centers on an international clique.

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Givenchy's "Night Noir" campaign for fall/winter 2018 follows the "in-crowd" as they head to a secret party, putting the focus on the journey as well as the destination. Marking creative director Clare Waight Keller's first fall campaign, the effort speaks to the potential that exists at the start of the night, looking to position Givenchy attire as a key to making a successful arrival.

"The fall/winter ready-to-wear 2018 campaign is bold, graphic and gritty, very on-brand for the house but still fresh and very modern," said Daymon Bruck, CCO and partner at [The O Group](#), Seattle.

"If you were to reverse engineer the creative brief for the campaign, Clare Waight Keller seems to be paying homage to the house's signature style cues while reinforcing Givenchy as a relevant heritage brand for a new global audience," he said.

Mr. Bruck is not affiliated with Givenchy, but agreed to comment as an industry expert. [Givenchy](#) was reached for comment.

### The in-crowd

Givenchy's campaign is darkly lit, capturing glimpses of models in moving spotlights.

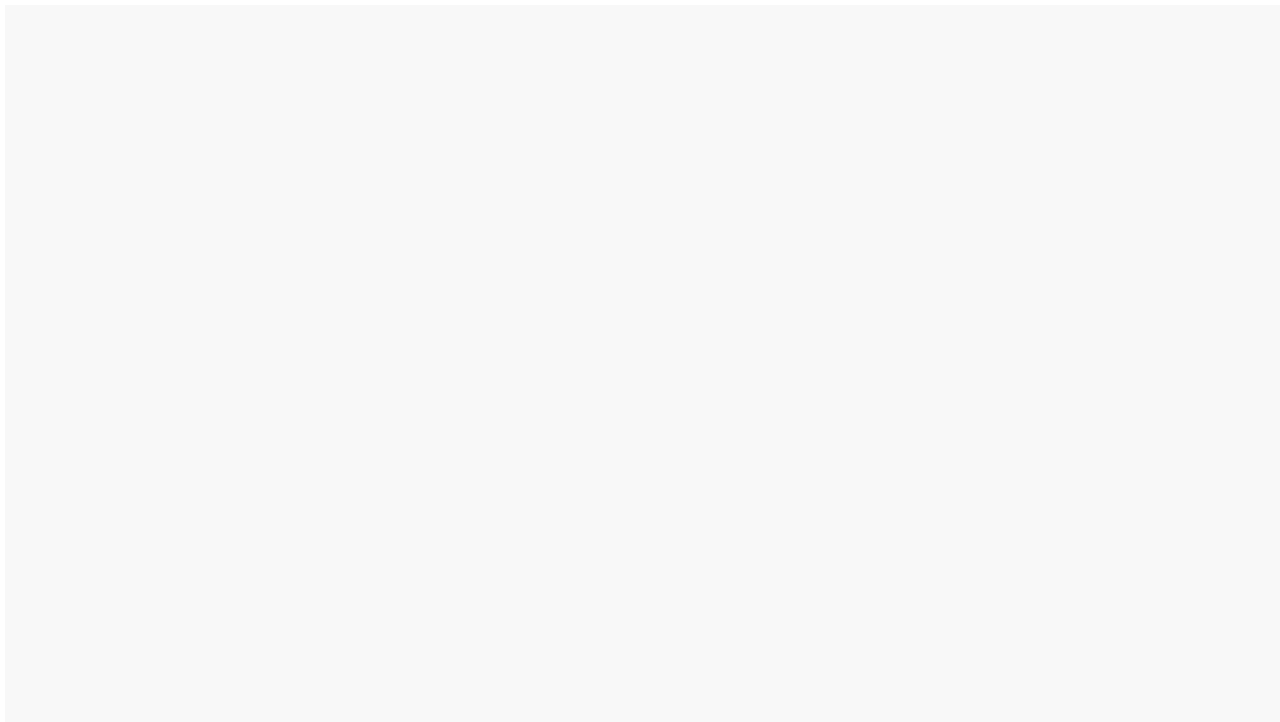
A black-and-white campaign film follows a group of friends as they make their way on foot to a party, switching between their movements and the eventual destination.

Over ambient noise of heels clacking on pavement, partygoers talking and dance music, the film includes GPS voiceovers. These directions guide the revelers in various languages including English, French and German.

One set of directions leads to Givenchy's Madison Avenue store in New York via subway and walking.

"The fresh direction for the brand is echoed symbolically with the voiceover directions delivered in many languages, all ending with the name 'Givenchy,'" Mr. Bruck said. "The final voiceover is directions to the brand's New York City address, 747 Madison, a nice close and tie-in to all the international hopping called out through the campaign video."

Once at the party, Givenchy's clique is seen dancing and having a good time. Amid the crowd, lovers take advantage of moments alone in the dark, embracing each other.



NIGHT NOIR: Unveiling the FW18 video campaign art directed by @ClareWaightKeller and documented by #StevenMeisel. The in-crowd is heading to a party at a secret address. Getting there is about having the right GPS coordinates and the right look. Lovers seize the intensity of an instant, alone in the crowd. Celebration of stolen moments, captured on the fly. Discover more via the link in bio. #NightNoir

A post shared by GIVENCHY (@givenchyofficial) on Jul 12, 2018 at 5:19am PDT

Shot by Steven Meisel, the campaign also includes still images that similarly capture "stolen moments." Models are snapped as they are mid sway or about to lock lips.

According to Vogue Runway, Givenchy's fall/winter 2018 collection was inspired by Berlin and more specifically its club scene in the 1980s. Ms. Waight Keller's second ready-to-wear line for the house includes faux furs and lots of leather.

#### New direction

Since arriving at Givenchy, Ms. Waight Keller has been putting her own touch on Givenchy in both designs and marketing.

Givenchy hinted at its newly appointed first female artistic director's vision for the brand in a dedicated advertising campaign.

Before the designer presented her first runway show at the label, Givenchy released a series of black-and-white portraits that offered a glimpse at her direction for the brand. This multichannel effort, titled "Transformation Seduction," heralded Ms. Waight Keller's arrival at the house, setting the scene for her October fashion show.

The effort took inspiration from Ms. Waight Keller's trip through Givenchy's archives, where she found a cat print that spoke to the love of animals she shares with the house's founder. Translating this, models appeared holding live

cats to portray her vision of the "strong," "elegant" Givenchy woman ([see story](#)).

More recently, Givenchy lingered after an all-night party to introduce Ms. Waight Keller's debut collection campaign for spring/summer 2018. Photographed in a private upstate New York mansion by Mr. Meisel, the campaign features pieces from the collection for men and women.

Givenchy describes the campaign as having a "Seventies vibe" and "offhand attitude." Shot as candid portraits, the images look as if they were taken among friends or offering an "invitation to hang out with the in-crowd" ([see story](#)).

The brand's latest effort continues in the vein of the previous campaigns with a insider clique.

"The [fall/winter 2018] campaign video feels like it's playing with the concept of contrast, both literally with the black-and-white footage and the mix of men with women, but also with luxury themes alongside street locations and classic Givenchy styles with new expressions," The O Group's Mr. Bruck said. "All these visual and conceptual contrasts deliver a compelling and sometimes hypnotic effect making it very watchable and memorable."

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