

OUT OF HOME

Alexander Wang stops New York passers-by with outdoor video projections

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By KAYLA HUTZLER

Apparel and accessories designer Alexander Wang chose a unique platform to release his latest campaign video – on the walls of New York buildings.

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The young designer deployed several vans on July 13 to project the Fall 2011 ready-to-wear video onto the walls of buildings throughout Manhattan. The new video features model Raquel Zimmermann and debuted globally on the branded Web site the following day.

“I love this promotion – I call it ‘Random Acts of Luxury,’” said Chris Ramey, founder of [Affluent Insights](#), Miami.

“It is effective because it disrupts the din of too much advertising,” he said. “Through this campaign, he is creating awareness and respect, which are the predecessors to creating clients.”

Mr. Ramey is not affiliated with Alexander Wang, but agreed to comment as a third-party expert.

Alexander Wang did not respond by press deadline.

Brand projection

The video, which is only available at <http://www.alexanderwang.com>, was projected by numerous vans from 9 p.m. to 3 a.m. on various buildings in Manhattan.

A few stationary vans were located in SoHo, Union Square and the Meatpacking districts of Manhattan, while additional vans moved around the city throughout the allotted six hours.

Mr. Wang re-tweeted an announcement that was made by Women's Wear Daily to his loyal followers, with a second tweet that gave exact street locations.

The designer built the hype by releasing a sneak-peek photo from the video shoot to his loyal fans and followers.



Starting at 9 p.m., Mr. Wang tweeted video locations along with photos of the projections.

The video projections continued Thursday night and will also be projected on buildings tonight.

For fans not in New York, the designer reassured Facebook fans that the video would also go live on the branded Web site the morning of July 14.

Splashing around

The video features Ms. Zimmermann walking, dancing and posing on the streets of Red Hook, a waterfront neighborhood in New York's Brooklyn borough.

A wet Ms. Zimmermann splashes through the ally in heels, leather, silk, denim and fur outfits in Mr. Wang's signature all-black palette.

The gritty, grungy side of the label is portrayed heavily throughout the video with graffiti and dark lighting.

Towards the end of the movie, Ms. Zimmermann dons a red-light wand casting an eerie glow and sense of urgency in the video.



Directed by Fabion Baren, the video returns to the designer's city-like vibe after the Fall runway show.

The show leaned more ladylike, even including pieces made of rose-gold silk.

French electro-artist Sebastian provides the soundtrack for the video with his song C.F.T.O featuring British popstar MIA.

The designer released a video on his Web site earlier in the week for his T Collection that featured singer Santigold singing and dancing on a photo shoot set.

The T collection video can be found here at <http://bit.ly/q0tWOt>

While Mr. Wang nor other brand representatives have not made announcements on whether or not the video projections will continue on to other cities, Mr. Ramey feels that this would be a smart move.

"If this is effective, and I think it will be, then it will move to other cities," Mr. Ramey said.

"Certainly, other brands will take a cue from [Mr. Wang's] playbook and start promoting in this way in other cities," he said.

Final Take

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