

APPAREL AND ACCESSORIES

Stella McCartney highlights fashion, film crossover in David Lynch profile

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The profile touches on elements of film style and its effects on the human psyche. Image credit: Nowness

By DANNY PARISI

British fashion label Stella McCartney and LVMH-owned digital video channel Nowness have teamed up for an evocative video profile of reclusive director David Lynch, spotlighting the similarities between his films and the mindset that goes into designing luxury apparel.

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Mr. Lynch, the acclaimed director of opaque and surreal films such as "Blue Velvet" and "Mulholland Drive" and creator of television show "Twin Peaks," is the subject of the short documentary presented by Stella McCartney and made by the creative duo of Case Simmons and Mr. Lynch's son Austin Lynch. The short profile taps into the allure of Mr. Lynch's mercurial personality and the unique visual language of film to tell an expressive story with non-intrusive brand placement.

Film language

There has long been a deep sense of collaboration between the worlds of film and high-fashion.

Both are primarily visual mediums, exploring ideas and concepts through the use of color, light, shape and movement.

For this new documentary on Nowness, two major figures from the worlds of fashion and film came together to highlight these similarities. Stella McCartney herself appears in the profile to speak about the influence of Mr. Lynch's work and their mutual experience with Transcendental Meditation.



In the film, Mr. Lynch speaks on his ideas of film. Image credit: Nowness

Mr. Lynch is known for making films that defy simple explanation, operating using a unique type of dream logic that is more about experience than coherent narrative.

His highly visual style has had a lasting impact on both film and fashion, as evidenced by the number of people appearing in the profile citing Mr. Lynch as a major influence on their work.

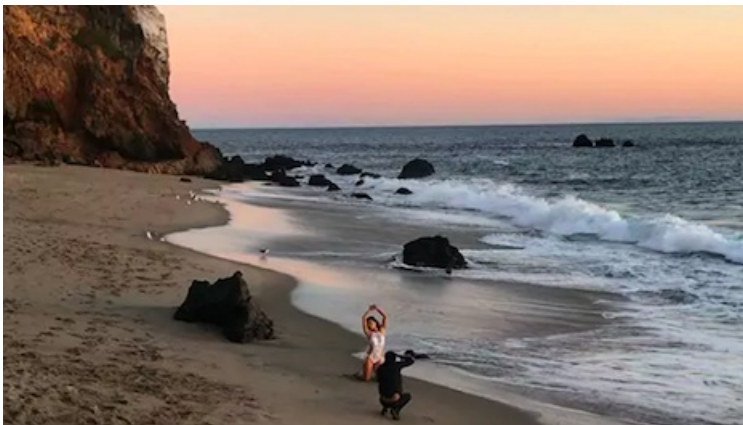
Mr. Lynch speaks of cinema having its own language. The same can be said for fashion, a complementary art form that shares many of the same ideas with film.

Fashion crossover

The crossover between film and fashion has been well explored by other brands recently.

For example, Italian fashion label Salvatore Ferragamo is delving into its Hollywood history in an exhibit that focuses on its eponymous founder's time in California.

"Italy in Hollywood" at the Museo Salvatore Ferragamo in Florence will center on the designer's work with film stars including Cecil B. DeMille, Joan Crawford and Charlie Chaplin, as well as looking at the broader impact of Italian immigration on California's culture and cinema. The exhibit is based on Mr. Ferragamo's autobiography, reflecting the designer's rise along with the film industry in Los Angeles ([see story](#)).



For "Italy in Hollywood," Yuri Ancarani created an original film. Image credit: Museo Salvatore Ferragamo

Earlier this year, Italian fashion house Fendi incorporated its cinematic ties into a temporary venture staged at its Rome headquarters.

Fans of Fendi were able to visit the interactive "Fendi Studios" exhibition at the Palazzo della Civiltà Italiana in Rome. Here, guests could enjoy daily film screenings and pose for Instagram-worthy snapshots with Fendi and movie-magic props set against a greenscreen ([see story](#)).

Other brands have been more direct with their Hollywood crossovers.

French jewelry house Cartier aligned itself with a highly anticipated installment of a well-known movie franchise. High stakes, high-fashion and a high fortune are all themes throughout the "Ocean's" film franchise, which had its fourth movie come out this summer. Cartier was the official jeweler of the film, according to a report from Women's Wear Daily ([see story](#)).

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