

APPAREL AND ACCESSORIES

Fratelli Rossetti shares love letter to iconic footwear

October 15, 2018



The Brera loafer debuted in 1968. Image credit: Fratelli Rossetti

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Italian apparel and accessories label Fratelli Rossetti is going back to school for the 50th anniversary of its landmark loafer.

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Filmed at Milan's Brera Academy, the label's new featurette takes place in 1968, the year the namesake Brera shoe was first released. With a retro soundtrack and vintage-inspired clothing, the film showcases how timeless this particular footwear has become over a half century.

Love story

Although Fratelli Rossetti's new vignette is titled "A Fifty Year Love Story," it serves more as a time capsule of the late Sixties. The academy's hallways are filled with students cycling, running and even falling in love.

Set to Sonny Cleveland's neo-soul song "You've Got Me Running in Circles," the footage follows the stylish art students, most of whom are wearing the classic loafers.

Fratelli Rossetti is marking the 50th anniversary of its Brera loafer

To add to the vignette's spontaneity, it is filmed using a single, uncut tracking shot. The camera travels from the hallways to the atrium and later the library.

With the exception of a few brief moments, the camera is ignored and the students go about their activities uninterrupted without breaking the fourth wall. Their unbridled joy also captures the counterculture spirit of the era.



Many iterations of the Brera loafer are seen throughout the video. Image credit: Fratelli Rossetti

Reflecting Fratelli Rossetti's Italian artistry, many students are also seen painting or drawing and others pose as models while wearing their Brera loafers.

The collegiate-inspired wardrobe features chunky knits, corduroy, plaid, blazers and more throwback items that perfectly complement the loafers.

Creative commemorations

This fall's Fratelli Rossetti anniversary campaign is a departure from a previous effort from the brand, which was more forward-looking.

In its fall/winter 2017 advertising campaign, Fratelli Rossetti embraced the immersive qualities of virtual reality.

The brand's effort depicted a pair of models throughout a space, allowing consumers to explore this frozen series of shots as one cohesive panoramic. Virtual reality film has taken off, and the still campaign mirrored the scene-setting qualities of 360-degree video in a magazine ad format ([see story](#)).

Both ads were creative directed by Motel409.

Fratelli Rossetti is not the only label looking back on its own impact on fashion.

For instance, Ralph Lauren is marking its eponymous designer's 50th anniversary in the fashion industry through print.

Celebrating the occasion, the label worked with Rizzoli to publish an updated and expanded version of the book "Ralph Lauren," which focuses on both Mr. Lauren's personal and professional lives. This offers a chance for fans to get a better sense of Mr. Lauren as an individual and the \$7 billion clothing brand he founded ([see story](#)).