

APPAREL AND ACCESSORIES

## Sergio Rossi's abstract film shows its dream woman

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*Sergio Rossi's "Stretched Instant" film. Image credit: Sergio Rossi*

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By BRIELLE JAEKEL

Italian footwear label Sergio Rossi is describing the routine of its "dream woman" in a disorienting, dream-like narrative that keeps the brand's designs in view by focusing on the feet.

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Exclusively available on Instagram's IGTV platform, Sergio Rossi's film focuses on its shoes in a manner that does not make the viewer feel as though they are watching a footwear commercial but instead intensifies its mystifying nature. Featuring an almost blurred film technique, dark cinematography contrasted with brightly hued colors and a disembodied voice with a distinct hollow sound, the video's style is the embodiment of high-fashion art films.

### Film and fashion

With Instagram being such a popular channel for luxury brands thanks to its heavy focus on quality imagery, its long-form video platform has also become a common choice for high-end labels.

Taking a mobile-first approach, many brands publish films in a vertical format on this platform to better serve consumer behavior on smartphones. However, Sergio Rossi's latest film instead plays in landscape mode.

The brand's "Stretched Instants" depicts a variety of women in different scenes and settings. It begins with a woman holding a guitar on stage as another dances around her, while another scene shows a man and a woman standing on an elevator.

At first, it sounds as though a recording of a woman singing is being played backwards, but then a voice says, "I know those songs. I feel at home. It's what I love."

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With a heart full of doubts and a head full of dreams. Dive in a new instant stolen from the everyday routine of the #SergioRossi dream woman and discover the #srPump collection at [sergiorossi.com](http://sergiorossi.com) #srMilano #StretchedInstants

A post shared by Sergio Rossi Official (@sergiorossi) on Oct 13, 2018 at 5:32am PDT

### *Instagram post from Sergio Rossi*

Other people are shown on the same elevator, and the film repeatedly focuses on their shoes without showing the women's bodies in their entirety.

Eventually, the same women are shown walking on a street as the voice continues, saying, "Love the city tonight." Another says, "I already know what's going on."

Various clips of the previously shown women continue to play, with scenes finding one protagonist in a swimming pool wearing makeup, another getting into a car and two women laying on each other onstage.

The music begins to change and a voice says, "I don't know even know what's wrong anymore. And here we go again, gambling with emotion."

As the voices continue over the footage, it sounds as though they are having a conversation. One says, "I just want to go there right now," and the other responds, "Everything is planned so don't mess it up."

Later, more women and men are shown in seemingly random situations throughout a city. One voice starts an almost monologue-type speech, ending by saying, "Immediacy is nothing less than everyday luxury. I know those sounds. Love the city tonight. Nevermind."

She repeats another phrase she has said before, "and getting it right after." As the voice repeats the phrases that viewers have already heard, the film slows down.

But quickly, the short picks up again as the film returns to the man and woman on the elevator from the beginning as the voice says, "I left without saying goodnight," while the woman walks out.

In the last second, she turns around and kisses the man.

[View this post on Instagram](#)

The time when you discover that it's possible to talk without words. Introducing "The unexpected": the seventh of 8 new #StretchedInstants dedicated to the #srPump Watch the full episode now on IG Stories and at [sergiorossi.com](http://sergiorossi.com) #srMilano #SergioRossi

A post shared by Sergio Rossi Official (@sergiorossi) on Oct 15, 2018 at 5:39am PDT

### *Instagram post from Sergio Rossi*

The film goes on showing other women who all enter a car together, ending with the voice saying, "I feel at home."

#### Sergio strategy

The Italian footwear label also recently painted a picture of its customer's lifestyle by homing in on moments in her day.

Its previous leg of the "Stretched Instants" campaign gets into the Sergio Rossi woman's head as she thinks out loud. While a promotion for its sr Pump, the effort takes a broader approach, selling shoes as well as a way of living ([see story](#)).

Sergio Rossi previously celebrated the value of friendship with the return of its video series that puts a spotlight on real friends.

The brand's "Partners in Crime" takes viewers to Paris, where the footwear brand introduces women and their powerful friendships. The Partners in Crime stories started off with two women who are close friends, but also have

a deep love of food ([see story](#)).

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