

APPAREL AND ACCESSORIES

## Mungo & Maud reimagines holiday tales in animated film

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*Image courtesy of Mungo & Maud*

By SARAH RAMIREZ

British pet outfitter brand Mungo & Maud is kicking off the holiday season by sharing the storybook-style tale of a gift-loving, sleigh-pulling pup.

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The star of "A Dog Sleigh" is a gray miniature Schnauzer walking the streets of London in search of gifts before he finds the Mungo & Maud boutique. By including details of the brand's heritage, the animated film elevates the engaging story to a more effective holiday campaign.

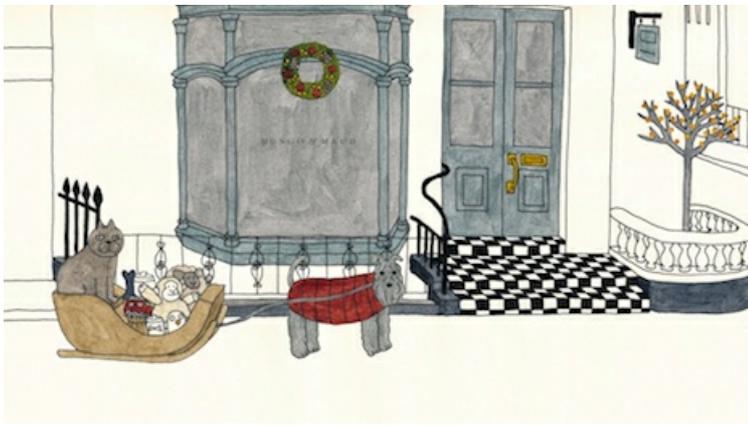
"Mungo & Maud's flagship store was the inspiration behind the campaign," said Nicola Sacher, founder and creative director of **Mungo & Maud**, London. "The building has been home to the brand since its creation in 2005, and is well loved by those who enter with their little friends.

"The street has a London charm that we wanted to draw attention to as it has a feeling that reflects the brand," she said.

### Christmas pup

The minimalistic animated tale begins with a miniature Schnauzer, who is dressed in his holiday finest: a cheery red Beetle coat. As the pup drags an empty sleigh behind him, other elegant dogs walk by, but the Schnauzer continues until he reaches the Mungo & Maud flagship.

"Mungo & Maud's campaign is a refreshing change from the overstimulation we typically see in holiday advertising," said Moira Vetter, founder and CEO of **Modo Modos Agency**, Atlanta. "Instead of quick cuts and bursts of consumerism, we are drawn in to the artistry of the scene and the characters."



*Mungo & Maud's short follows a dog's gifting quest. Image courtesy of Mungo & Maud*

As he pulls up his sleigh to the festively decorated boutique, the nearby trees light up. Toys come alive and are seen bouncing through the window display.

The toys, including a stuffed monkey and fuzzy lamb, open the doors to Mungo & Maud and load the dog's sleigh with treats before they themselves hop in. A grumpy gray cat also climbs aboard, before the Schnauzer wags his tail and, similarly to Santa's reindeer, he begins to fly the sleigh.



*Mungo & Maud's protagonist soars with a sleigh. Image courtesy of Mungo & Maud*

With the help of a little magic, the dogs flies the sleigh over the city of London to bring others the gifts.

Japanese artist Sarina Nihei animated the film using her signature hand-drawn style.

"While the spot is reminiscent of the whimsy or illustrative style usually applied to children's books, there is an unmistakable high-end 'boutique' feel," Ms. Vetter said. "This is made clear from the breed of the dog, to the style of the sleigh, to the neighborhood, to the logo in the storefront window."

Paw boost

Beyond high-end pet boutiques, other luxury brands are also appealing to affluents who are animal lovers.

For instance, British automaker Land Rover is leaning into consumers' excitement over their pets with a special vehicle package to make it easier to travel with furry companions.

The automaker is providing a range of what it calls Pet Packs that transform consumers' vehicles into a pet-friendly form of transportation that keeps the car clean. Land Rover will provide these packs as options for any of its vehicles this upcoming winter ([see story](#)).

British menswear label Turnbull and Asser also used its bespoke capabilities to immortalize man's best friend.

For the 2015 holiday season, the house created a pocket square to order with the image of the owner's dog placed onto the fabric. Going beyond initials when personalizing merchandise can help create even more of an impression on consumers ([see story](#)).

Appreciation for furry family members is at the core of Mungo & Maud, as shown in its holiday campaign. The company is also launching seasonal products for the holidays and according to Ms. Sacher, a luxury collaboration is also forthcoming.

"This brand cares about taking time for important things dogs and cats, luxury and savoring the experience and the joy of the holidays together," said Modo Modo Agency's Ms. Vetter.

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