

APPAREL AND ACCESSORIES

Nicholas Kirkwood celebrates community, creativity in documentary series

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Nicholas Kirkwood's new campaign is a series of films about female creatives. Image credit: Nicholas Kirkwood

By SARAH RAMIREZ

British footwear brand Nicholas Kirkwood has launched a new mini-documentary series exploring how female creatives are shaping the future in an effort to emotionally connect with consumers.

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Three episodes of “Sole Stories” have been released, with two installments forthcoming. While the short films, which have a run time of several minutes, are ostensibly not about luxury shoes, the campaign does allow Nicholas Kirkwood to portray itself as a brand with strong values.

“These Sole Stories are beautifully produced portrait documentaries that reflect upon the concept of individuality, identity and personality in the creative field,” said Rony Zeidan, founder and creative director of **RO New York**. “It is unique in a sense that it has an authentic message that captivates your mind with inspiring stories.

“These film stories shed a light on a creative community of inspiring women that reflect the spirit of Nicholas Kirkwood,” he said. “They are very London with soul.”

Mr. Zeidan is not affiliated with Nicholas Kirkwood, but agreed to comment as an industry expert. **Nicholas Kirkwood** was reached for comment.

Sole sisters

The women featured in Sole Stories are all London-based creatives, including artist Phoebe Collings-James and director Nikola Vasakova. The diversity in voices selected for the series depicts Nicholas Kirkwood as a welcoming and thoughtful label.

Each woman speaks to how their upbringing and time in London has influenced their work, all while wearing striking shoes from Nicholas Kirkwood.



Nikola Vasakova wears pearl-studded ankle boots. Image credit: Nicholas Kirkwood

The films include interviews with each women, and the voiceover narrates each film as they experience their favorite areas of London. The women's work is also integrated throughout the documentaries.

All of the women speak honestly about topics such as adversity, identity and diversity.

"You can build community wherever you are," Ms. Collings-James says in her film. "I'm really grateful for some of my oldest friendships.

"I think there's a sense of love and knowing you are that is very deep and feels very urgent," she continues. "The fact that some of those people I love most are also my oldest friends and also I get to work with creatively is exciting."

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"To have a craving for newness and change, that's what keeps a lot of people in this industry for so long. I thrive on that." - In episode 3 of Sole Stories, brand consultant @yasminsewell explores her relationship with the city and the change she has witnessed in the fashion industry. Watch the full episode on IGTV now. #KirkwoodSoleStories . . . #fashiondocumentary #documentary #docuseries #yasminsewell

A post shared by Nicholas Kirkwood (@nicholaskirkwood) on D..

Instagram post from Nicholas Kirkwood

Ms. Vasakova discusses her experiences managing film sets that are dominated by women, a rarity in her industry. She is also a leader in her field and established Girls in Film, a female-focused video content platform.

Brand consultant Yasmin Sewell stars in the third documentary episode and explains how she gets her inspiration from the people she meets.

“To have a craving for newness and change, that’s what keeps a lot of people in this [fashion] industry for so long,” Ms. Sewell says. “Everything I do in terms of my work has been about people I collaborate with.”

To better reach millennial and Generation Z consumers, Nicholas Kirkwood has released the documentary episodes on IGTV as well as its brand Web site.

Content creation

Luxury brands have increasingly turned to more in-depth films – playing with fiction and nonfiction narratives – to better explore their narratives and keep up with consumers constant craving for content.

For several years, “Inside Chanel” has used the life of Gabrielle “Coco” Chanel as a way of exploring the history of the label and the founder’s experiences that shaped the brand into what it is today.

Older legacy houses such as Chanel have the advantage that they can look to their own history for engaging content to educate customers on the brand’s values. Inside Chanel has always been a way for Chanel to explore its own history, mining the many decades of its existence for new digital efforts that educate customers on the brand’s history and values ([see story](#)).

In a different cinematic approach, Marriott International's hospitality brand The Ritz-Carlton is bringing new depth to user-generated content through a collaborative filmmaking project with Hearst Magazines.

“The Note” is the first film released of the “The Stay” series that was shot on-location at different Ritz-Carlton properties by five up-and-coming directors selected from 500 contestants. Luxury brands, especially in the hospitality industry, are focusing on more experiential strategies, including supporting the arts ([see story](#)).

“Luxury is often aligned with philosophical or metaphorical renditions of characters, situations and shorelines,” RO New York's Mr. Zeidan said. “Often the visual manifestation for a luxury brand ends up coming to life through film in a stronger way than it does through image.

“Everything comes to life and all of a sudden the brand breathes.”

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