

APPAREL AND ACCESSORIES

Missoni takes on sensory social trend in colorful films

January 2, 2019



Missoni's new ASMR video. Image credit: Missoni

By BRIELLE JAEKEL

Italian fashion house Missoni is taking on a unique Internet trend with a film series that associates its inventory with a spine-tingling sensation.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Missoni has created a series of visually stimulating short films on social media, tapping into the trend of ASMR, which stands for autonomous sensory meridian response. The movement that has achieved a cult following on social media focuses on creating content that elicits a tingling sensation on the back of the necks of viewers, such as whispering sounds.

Missoni and ASMR

The label is showing off the colors of its products with a series titled Emotion in Colors.

Its latest shows off a variety of different hues in an offbeat manner. For instance, one shows a woman wearing a red dress and moving its straps over to show her red sunburnt tan lines to depict the color's mood.

Missoni has taken elements of this, and other films, to create a variety of ASMR content which it has designated with the #ASMR hashtag.

[View this post on Instagram](#)

#EmotionInColors : HOT, PASSION , LOVE Revolutions are lit up by it and there's no other colour quite so alluring as red. #missoni #asmr Discover more through link in bio! Video by @tommaso.ottomano Model: @aurorarossafiammante, @yazyuceil Set Designer: @cameranesipompili

A post shared by Missoni (@missoni) on Dec 29, 2018 at 1:00pm PST

Missoni Instagram

The ASMR film starts off with a pile of red Christmas lights, as a version of Jingle Bells plays. The red light bounces onto a white classical statue before showing someone pushing his or her finger into a pile of clay.

A following clip shows the bottom half of a smiling person's face, which is covered in red paint, before toast pops up in a toaster with the word "hot" written on it.

The woman in the previous video with the sunburn is featured with the sounds of sizzling, followed by a fur strap being pulled across a red heel as the sound of a rattlesnake hisses.

Throughout the rest of the short film, Missoni focuses on these pleasing sounds and images such as someone squeezing a pile of foam and a hand caressing the face of the classical bust.

Other films in the series dissect different colors including yellow, orange, pink and blue.

[View this post on Instagram](#)

#EmotionInColors : Chapter no. 5 - Red Get ready to feel. Video by @tommaso.ottomano Models:
@aurorarossafiammante , @yazyuceil Set Designer: @cameranesipompili

A post shared by Missoni (@missoni) on Dec 25, 2018 at 9:00am PST

Missoni Instagram

Mood marketing

The Italian fashion label took an energetic approach for its latest advertising effort, turning New Mexico's White Sands National Monument into an art-infused playground.

Starring It girl Kendall Jenner, the campaign used the barren landscape of the desert as a contrasting backdrop for its multi-hued designs. A social influencer with more than 86 million followers on Instagram, Ms. Jenner frequently gets cast by luxury brands as they aim to grow their audiences among a younger set ([see story](#)).

Beyond Missoni, other brands have tapped into the ASMR trend to make a sensory impression.

For instance, Italian fashion brand Miu Miu's 2017 holiday campaign came in the form of an abstract short film with a star-studded cast.

In the short film, titled "Whispers," a group of celebrities including sisters Dakota and Elle Fanning are shown in voyeuristic, overheard whispers, highlighting the hidden moments that are laced throughout the holiday season. The cryptic short film was an effort on Prada-owned Miu Miu's part to drive traffic to its stores ahead of the lucrative holiday season ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.