

APPAREL AND ACCESSORIES

Kenzo imagines ideal world in fantastical fashion ads

January 9, 2019



Kenzotopia campaign. Image courtesy of Kenzo

By SARAH JONES

French fashion label Kenzo is painting a picture of a "surreal paradise" in a joyful, forward-looking campaign.

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

"Kenzotopia" depicts the brand's spring/summer 2019 collection in idyllic settings ranging from a futuristic suburbia to a forest. This effort is a departure from Kenzo's recent advertising strategy, with the brand opting for the power of stills over film.

Kenzo was reached for comment.

Utopian dreamworld

For Kenzotopia, the brand's creative directors Carol Lim and Humberto Leon tapped photographer David LaChapelle.

"Carol and I, from the beginning, we've always really wanted to push any imagery or anything else that is different than all the other brands," Mr. Leon said in a statement. "I feel like David really got that and gave us something that was his own and felt really aligned with us."

The artist, known for creating worlds around his subjects, shot the images at his studio in Los Angeles.

Recreating a feeling of paradise indoors, Mr. LaChapelle leveraged his own photography as backdrops, using images taken in his hometown of Maui, Hawaii.

The cast of the campaign includes models, dancers, actors and students. Mr. Leon's mother even makes a cameo, adding a personal touch.

Kenzo's take on suburbia depicts cheerful models jumping under a vibrant sky in equally bright apparel.



Kenzotopia's take on the suburbs. Image courtesy of Kenzo

A town shows a pregnant woman and a young girl frolicking amid floating flowers. Adding a surreal feel, the scene uses plastic to portray water bursting from a hydrant.

Kenzotopia's forest places models at the center of a cube of tree photos. Adding an optimistic look at nature, one photograph shows a model planting a tree.

Shots of "paradise" juxtapose models against the backdrop of a rainforest that Mr. LaChapelle discovered in Hawaii.

"Just seeing the set and the manifestation of it come together and seeing these final images captures exactly what David was talking about the brand and these images are joyful, but also inclusive and relatable," Ms. Lim said in a statement. "There is a fantasy you want to be absorbed into."

"It's a rare to see something like that, both mesmerizing and also something that you want to look at and jump into yourself," she said.

Movie marketing

Kenzo's advertising in recent seasons has leaned more heavily on filmography than photography.

The LVMH-owned brand mixed after-school specials and superpowers in a cinematic fall campaign.

For the first time, Mr. Leon turned filmmaker, writing and directing a 30-minute short that follows a family filled with teenagers possessing quirky special abilities. Infused with personal touches, the film serves as not only a marketing effort but a look into Mr. Leon's formative years ([see story](#)).

Kenzo also focused on the relationship between artist and muse in a project that brought together fashion, film and music.

Centered on its spring/summer 2018 collection, Kenzo's "Yo! My Saint" is an artistic collaboration that includes an original song by Karen O, best known as the lead singer of the Yeah Yeah Yeahs. While acting as a marketing effort for that season's designs, Kenzo's project put entertainment ahead of overt product promotion ([see story](#)).

This latest campaign retains the brand's image-centric and storytelling mindset, but in a different format.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.