

APPAREL AND ACCESSORIES

Marni connects fashion to art, muses in eclectic spring campaign

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Marni's spring/summer 2019 campaign takes place in an art museum. Image credit: Marni

By SARAH RAMIREZ

Italian fashion label Marni is highlighting the relationship between classical art and sensuality in its quirky spring/summer 2019 campaign.

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With nods to ancient cultures via a museum setting and Latin titles, Marni is drawing attention to the timeless quality of its pieces. To expand the campaign film's reach, Marni also ran a sponsored social media campaign with the help of an influential publication.

Marni muse

Although Marni has roots in Milan, its spring/summer film was shot at the Muse Bourdelle in Paris. Model Nina Granic stars in the short, which was directed by Milos Bogojevic and Kevin Tekinel.

A vintage-style title reading "inventio," or invention, is followed by a Roman-style bust crashing to the ground, setting the action in motion. Inventio is Latin for the first of the five canons of rhetoric, all of which are referenced in the campaign.

Marni's campaign makes references to classical art and rhetoric

A female narrator describes the Marni muse who has "long black hair, very tall, large brown eyes, Roman nose" as the model wanders through the museum. She wears an ivory brassiere and sarong, topped with a long, stone-colored coat.

The next mini-chapter is "dispositio," or arrangement, and is marked by another crashing bust. Wearing a bright printed dress, the young woman dashes around the museum and comes face-to-face with other sculptures on display.

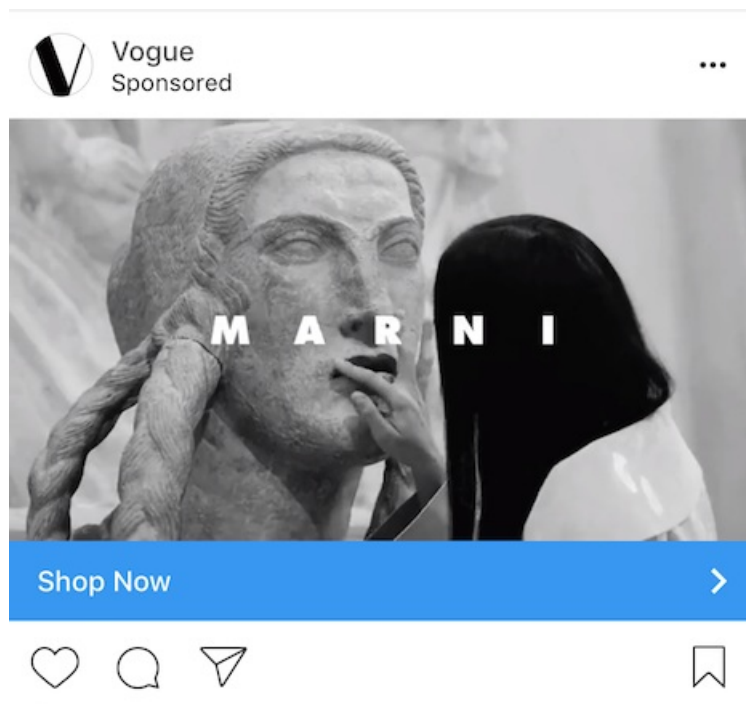
In "elocutio," or style, the film takes a sinister turn marked by moody, red lighting. The model carries the head of a sculpture, and in another snippet she licks another sculpture's face.

"Memoria," or memory, replays some of the earlier narration describing the muse, but now the young woman is

wearing a pale yellow dress accessorized with oversized sunglasses and statement earrings. She also begins to pose alongside the statues.

The film ends with "proununtiato," meaning delivery, as the model continues to wander the museum. She sheepishly snatches one sculpture's head and rushes out.

Scenes from the film were shared on Marni's Instagram, along with sponsored posts from *Vogue's* account that touted Marni's collection.



▶ 865,969 views

Interpreting the latest collection from @Marni within the artwork of the Musee Bourdelle in Paris. #ad

Vogue ran a sponsored ad for Marni's campaign on Instagram

Marni previously collaborated with *Vogue* to celebrate the title's 125th anniversary with a limited-edition capsule of totes and T-shirts.

The Marni x *Vogue* collaboration invited international artists to explain what beauty is using the Italian label's goods as a canvas. In addition to celebrating the Fashion Bible's 125 years in print, the collaboration also lent its support to two nonprofits that fight against AIDS ([see story](#)).

Marni marketing

In earlier campaigns, Marni has also turned to fantastical motifs.

Marni staged a meeting between a model and her double in a surreal effort.

The label tapped photographer Michael Hauptman to capture its fall/winter 2017 collection, the first designed by newly instated creative director Francesco Risso. While the runway is one platform to express a newly installed creative director's vision, advertising proves another opportunity to express the designer's vision for a brand ([see story](#)).

Marni is growing its store footprint in Paris with the opening of a store on rue Saint-Honor.

Spanning two floors, the boutique carries ready-to-wear, leather goods and footwear. This is just one of Marni's recent store openings, following new doors in New York and Florence earlier in 2018.

To commemorate the boutique opening, Marni commissioned animal sculptures from a group of female artisans in Villanueva, Colombia ([see story](#)).

