

APPAREL AND ACCESSORIES

Bally highlights personal style in activation with Vogue

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Salem Mitchell is one of three influencers in Bally's new campaign with Vogue. Image credit: Bally

By SARAH RAMIREZ

Swiss apparel and accessories label Bally is touting its new Cecyle bag as the perfect finishing touch for an outfit, no matter a woman's personal style, in a new project with *Vogue* magazine.

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Three influencers appear in Bally's "Dear Cecyle" campaign, which explores how the handbag fits into their daily lives. Cond Nast's publications, including *Vogue*, have been working with luxury brands to create engaging sponsored content that appeals to their readerships.

Go-to bag

Gala Gonzalez, Vanessa Hong and Salem Mitchell star in the Dear Cecycle short film. The vignette was shared on YouTube and repurposed for Instagram TV, where it has found a wider audience.

Each woman has her own unique style, and there is a Cecyle handbag that compliments her everyday look.

Bally highlights different personal styles in its new campaign

Ms. Gonzalez's style is the most feminine of the three, while Ms. Mitchell's outfit has a streetwear influence. Ms. Hong's aesthetic is almost a cosmopolitan blend of the other women, but all three are fresh and modern.

Their styles are also reflected in the Cecyle handbags that each woman wears. Each crossbody is quilted with a rounded shape, but Ms. Gonzalez and Ms. Hong wear smaller versions in neutral shades of blush and black, while Ms. Mitchell dons a larger version in a cheery yellow.

Parallel storylines follow each woman beginning her day.

Similarly framed shots and movements serve as quick but subtle transitions between their routines. For instance, as Ms. Gonzalez smooths her hair in front of the mirror, the short cuts to Ms. Hong applying lip balm in front of her own mirror.

[View this post on Instagram](#)

Dear Cecyle, What is @chrisellelim s secret you ask? To always see life in colour, of course. _ Tell us your secret.
#DearCecyle #Bally

A post shared by Bally (@bally) on Mar 10, 2019 at 8:51am PDT

Instagram post from Bally

The three women in Bally's film cross paths in a city but never meet or interact.

To support the campaign, Bally is also sharing images of other influencers posing with Cecyle handbags on Instagram. The captions include "style secrets" and personal style advice.

Style influencers

Other luxury brands have been emphasizing personal style in campaigns, to show consumers they do not need to fall into specific categories to appreciate their apparel. For added authenticity, these campaigns often feature influencers.

Italian menswear brand Canali's fall/winter 2018 campaign had a similar formula to Bally's. A short film followed a trio of influencers as they went about their days and how their wardrobes fit into their daily lives

By turning to three diverse influencers with different lifestyles, Canali reiterated that its menswear is a fit for men everywhere. Canali collaborated with Carlo Sestini, Marcel Floruss and Chris John Millington ([see story](#)).

Meanwhile, department store chain Bloomingdale's encouraged consumers to mix and match their wardrobes and home dcor in an effort that focuses on style as a means of self-expression.

"Mix Masters" featured nine tastemakers, who were shown wearing items from their own closets along with pieces from Bloomingdale's.

Mix Masters included a cast of performers and entrepreneurs, who each opened up about their personal style in campaign content. This included actor Justin Hartley, who stars in the television series "This is Us," Norwegian pop star Dagny and Sarah McNally, the founder of McNally Jackson bookstore ([see story](#)).

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