

APPAREL AND ACCESSORIES

JW Anderson hawks handbags in infomercial spoof

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JW Anderson has looked to infomercials for its latest effort. Image credit: JW Anderson

By STAFF REPORTS

British fashion label JW Anderson is showing off its sense of humor through a campaign that promotes its luxury-priced handbags through a more mass-market advertising approach.

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The brand's "JWA-TV" effort is a series of three infomercial parodies that show two cohosts seemingly ad-libbing their thoughts about the bags to a cheesy soundtrack. Fitting with JW Anderson's often irreverent tone, the throwback style ads are complete with awkward jokes and candid interactions.

Shopping television

JW Anderson's series stars Tony-nominated cabaret performer Justin Vivian Bond as the fictional celebrity host Sandie Stone.

"I have always been an enormous fan of Viv [Justin Vivian Bond]," said the label's founder and creative director Jonathan Anderson, who also helms Loewe. "I remember working on some of my first collections and listening to her albums on repeat.

"I ran into her in San Francisco not too long ago and I thought, we have to do something with her," he said.

Appearing along with Ms. Bond is Jill Pangolla, who plays cohost Joyce Nawman. Adding authenticity, QVC veteran Amber Le Bon plays a model.

The first film centers on the Keyts bag collection. The costars discuss situational uses for the bag, such as holding it close underneath your arm on a trip to New York.

A micro sized version of the handbag style is said to be perfect for a festival.

Throughout the scene, the model is ambushed with surprises, including a sardine can placed in one of the bags. Mr. Anderson modeled the handbag's closure after the key that used to open the fish cans.

[View this post on Instagram](#)

JWA-TV STARRING SANDIE STONE @mxviv & JOYCE NAWMAN @pingpongballo WATCH THE FULL KEYTS BAG VIDEO ON JWANDERSON.COM EXEC PRODUCER @coopsemma DIRECTOR @mister_mccool PRODUCTION @papaya_films POST PRODUCTION @monumentmedialtd #JWANDERSON #JWATV #KEYTSBAG

A post shared by JW ANDERSON (@jw_anderson) on Mar 20, 2019 at 6:17am PDT

Instagram post from JW Anderson

Future episodes will center on the Anchor Logo and Bike Bag collections.

In a similarly nostalgic move, U.S. fashion label Marc Jacobs opened its phone lines and consumers were encouraged to dial-in to make all their dreams come true.

For Valentine's Day in 2017, Marc Jacobs filmed a collection of vignettes that echo the sex hotline infomercials prevalent during late night television in the 1990s. The majority of Valentine's Day marketing is hyper romantic, and often cliché, but Marc Jacobs' steamy, innuendo-fueled approach may be a welcomed difference for consumers looking for gift suggestions ([see story](#)).