

APPAREL AND ACCESSORIES

Kenzo showcases utopian vision in eyewear debut

May 2, 2019



Kenzo's spring/summer 2019 eyewear campaign. Image credit: Kenzo

By STAFF REPORTS

French fashion label Kenzo is marketing its first eyewear collection produced in partnership with Thlios with a film that shows the world from a different set of eyes.

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

Kenzo's spring/summer 2019 eyewear campaign is a surreal short narrated by a poetic pup who recounts his last perfect day on earth. The effort builds on Kenzo's utopian concept for its fashion advertisements this season, aligning the eyewear category with the rest of its apparel and accessories.

Celestial sights

Kenzo's campaign was shot by Nick Harwood. The colorful film shows models gathering on a grassy hill, as a sophisticated voice recalls the scene.

The narrator explains that humans are "traveling from far and wide to witness something bigger than themselves." A man is shown setting up a telescope, while those gathered appear to be making fast friends with others as they connect over a love of dogs.

In a philosophical statement, the voiceover explains that the humans are just "specs of stardust drifting through the universe at light speed."

As day becomes dusk, the revelers' attention is turned toward the sky, as one of them yells, "It's here."

The group watches a spectacle in the sky through their sunglasses.

At the end of the film, the narrator's identity is revealed, as the pooch magically disappears from view, leaving earth.

Kenzo's eyewear campaign

This is Kenzo's first eyewear collection produced through Thlios, its parent company LVMH's joint venture with Marcolin ([see story](#)).

Kenzo similarly painted a picture of a "surreal paradise" in a joyful, forward-looking campaign.

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

© 2020 Napean LLC. All rights reserved.

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