

APPAREL AND ACCESSORIES

Moschino channels old Hollywood glamour in new film

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Model Carolyn Murphy is featured in Moschino's "Jungle Red," a short film highlighting its fall 2021 collection. Image courtesy of Moschino

By KATIE TAMOLA

Italian fashion label **Moschino** is playing up its offbeat nature by offering consumers several entertaining worlds in a new short film for its fall 2021 campaign.

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The short film, entitled "Jungle Red," unfolds under the direction of Moschino creative director Jeremy Scott. With the cinematographic and musical choices, the entire film is a nod to old Hollywood cinema and glamour.

"The pandemic has restricted elements of how fashion houses have been able to showcase upcoming lines, however, it has also allowed them to think of different ways to do so in ways that grab your attention," said Kimmie Smith, cofounder and creative director of **Athleisure Mag**, New York. "This is a format that has been quite popular according to comments on social media, with a number of people who are classic movie buffs."

"This mini-movie reflects that vibe of elements of these kinds of movies throughout the vignettes from the styling, hair/makeup, old world poses and more," she said. "Hearing this story of a fashion world that encompasses art, the country, NYC and parts unknown in the jungle along with clothing to enhance the aesthetic, leans into Jeremy Scott's method of playing with fashion and details."

Stars of the show

The film opens with models Stella Maxwell, Dita Von Teese and Winnie Harlow gathering tea and desserts before a show starts. Model Maye Musk then emerges to greet the audience, guiding the crowd and viewers at home on a "voyage into Fashionland" into several disparate settings where models sport the new collection.

"You will see the models go through the rhythmic movement of everyday life and you will be able to study the flow of the new Moschino line as it responds to the ever-changing flow to the female-form divine," Ms. Musk says in the film.



Stella Maxwell, Dita Von Teese and Winnie Harlow are just some of the models who star in the film. Image courtesy of Moschino

Consumers get a glimpse into the upcoming season, observing models Hailey Bieber, Lily Aldridge, Janaye Furman, Soo Joo Park and others as they immerse themselves into five different settings while all sporting Moschino.

Models wear business attire in the city, then travel to the countryside, wearing dresses that feature blue and white clouds on the top with skirts that illustrate grass and cows.

The models then venture to the museum, wearing sophisticated single-colored dresses and matching-colored hats. The portrait that the three models are observing comes to life, with those featured in the portrait walking out of it, contributing to the electric, fun and suspenseful tone of the vignette.

Together, the group then embarks on a shopping safari with models sporting fashions with animal print.



Model Miranda Kerr traverses through the countryside. Image courtesy of Moschino

The last destination for the models is a night out at the theater, where Ms. Maxwell, Ms. Von Teese and Ms. Harlow, who began as spectators in the beginning of the film, receive their opportunity to also model the new Moschino fashions. They showcase elegant and extravagant dresses.

The short film ends with Ms. Von Teese walking down the theater aisle in a red dress with black hearts, turning her back on the camera to offer viewers one last cheeky surprise, alluding to her career in burlesque.

A knack for nostalgia

In the past year, other major fashion brands have utilized nostalgia and cinematic techniques in efforts to grab audiences' attention and connect with consumers.

Italian fashion house Versace paid homage to Hollywood culture with a humorous 90s-style holiday film featuring comedian Jordan Firstman in collaboration with Cond Nast's Vogue. As the global pandemic and stay-at-home mandates forced people to spend more time inside, online content creators have become popular sources of entertainment ([see story](#)).

Italian fashion label Gucci set back the clock with a holiday gifting campaign inspired by a 1990s office party. During a year when many have newfound appreciation for their work colleagues, Gucci transformed a drab, filing cabinet-clad office into a festive dance floor ([see story](#)).

Through the new campaign, Moschino puts a more playful spin on the same theatrical themes.

"There is something to enjoy in this movie on so many levels from the nod to classic films, designs that one can

envision wearing and those that are editorial in nature and the diversity across age, race and size," Ms. Smith said. "Although it's a little over 11 minutes long, it caught your attention."

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