

APPAREL AND ACCESSORIES

## Lanvin preps for post-pandemic parties with glamorous new film

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Viewers are invited to the ultimate party in a new Lanvin effort highlighting the brand's fall/winter 2021 collection. Image courtesy of Lanvin

By KATIE TAMOLA

French fashion house Lanvin is bringing the glamour and entertainment of the past into the present with a new short film for its fall/winter 2021 collection.

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The effort follows a group of models into a hotel where they strut down the hotel hallways as makeshift runways, dressing up, singing and dancing in the latest fashions from Lanvin. The short film emotes a celebration from the very start, highlighting a wide range of colorful and flashy Lanvin products and disparate materials in what feels like a music video and celebration from the early aughts used to symbolize fun and happiness that the future holds post-pandemic.

"Campaigns like this serve as a great intro that can attract a wide demographic," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "This resonates as people think about where they came from, where they are and where they want to be while keeping Lanvin's iconic logo, packaging and versatile pieces within the forefront.

"The use of a diverse group of models also adds to this homage to the house and the song," she said. "Having a cameo of Eve also wearing the band is a nice addition as well."

If I was a rich girl

The film begins with a series of models entering a lavish hotel in two pairs and one trio, while the upbeat soundtrack of "Rich Girl" by pop musicians Gwen Stefani and Eve. The last model walking by herself carries large white Lanvin shopping bags.

Then there is a cut to a large room, filled with Lanvin shopping bags, products and models fashioning the pieces. The fast-paced pop song continues to play as the group tries on different outfits, do makeshift runway walks while singing along to the soundtrack.

*It's the fast-paced fun of 2004 again in the new Lanvin campaign*

Some of the fashions include a long-sleeved metallic black dress with an open back. Another model wears a silk

blouse and a diamond Lanvin hair clip.

The party/mobile fashion show is then taken into a different room where other models try on shoes, surrounded by Lanvin gift boxes and bags. The entire hotel is the runway for the group, which struts past the pool to a ballroom and completes a true entertaining music-video feel by sitting atop miniature remote-controlled cars.

The models then all come together to dance in front of a mirror and sing along to "Rich Girl." Suddenly, one of the models receives a video call from Eve, one of the collaborators on the song that inspired the short film.



*Singer Eve joins in on the fun. image courtesy of Lanvin*

Eve, while also wearing Lanvin products, tells the group she is going to help them out and begins reciting her part of the song from her limousine. This serves as a launch into a full-fledged bash, with all the models partying and modeling throughout the hotel and spliced scenes of Eve dancing and partying in her car as well.

The ballrooms, the guest rooms, and the hotel staff dancing and singing along it is a festive celebration all throughout the hotel.

The effort ends with clip of the next morning with a somewhat ruffled hotel employee carrying a cart of several Lanvin boxes to the exit. Viewers can still hear "Rich Girl" playing in the background.

Looking forward to future parties

Lanvin, like many other brands and individuals, are optimistically looking into a future beyond the pandemic where consumers can come together and celebrate life, just as the models in this effort did.

"Created in a unique moment of global pause, this Lanvin collection is anticipatory considering the moment, after lockdown, when the world will open up again," the brand wrote on its website. "It both remembers the celebrations of the past and imagines all tomorrow's parties."

As the severity of the COVID-19 pandemic has evolved and fluctuated, travelers have shifted from staying home to opting for extended stays or spontaneous trips. With consumer confidence improving, however, travelers are becoming more comfortable booking trips months ahead of time ([see story](#)).

While consumers' comfort levels remain low for in-store shopping and flying, there is pent-up excitement and demand for these activities, according to a new report. Brands across industry sectors continue to highlight their dedication to safety procedures in welcoming consumers back ([see story](#)).

Consumers and brands alike continue to look towards the future with hope and excitement, as portrayed by Lanvin.

"I think the Lanvin FW21 campaign is a fun one that brings in the optimism that we have as we continue to navigate into a new normal that will allow us to interact with others, begin to make plans as well as to engage in impromptu activities that the past year hasn't allowed most of us to do," Ms. Smith said. "This resonates as people think about where they came from, where they are and where they want to be while keeping Lanvin's iconic logo, packaging and versatile pieces within the forefront."