

AUTOMOTIVE

## Jaguar drives creativity in artistic push

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*The new Jaguar F-Pace. Image credit: Jaguar Land Rover*

By NORA HOWE

British automaker Jaguar Land Rover is exploring the world of fashion design in the latest installment of its ongoing campaign spotlighting emerging talent and the importance of creativity.

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To promote the launch of the new Jaguar F-Pace vehicle, the brand collaborated with Shanghai-born London-based fashion designer Judy Wu. The automaker initially introduced the designer with the launch of the campaign in February and is now diving into her process of finding beauty in function.

"Jaguars embody gorgeous design, progressive technology and an essence of fearless creativity, and this campaign builds upon each of those attributes as told by a talented group of individuals from diverse industries," said Taylor Hoel, communications manager at Jaguar, Mahwah, NJ. "Working with creatives who themselves represent those core attributes through their work enhances creative spirit that sets the Jaguar brand apart."

### Face of Jaguar

The 15-second introductory spot debuted in early February and featured shots of Ms. Wu driving the F-Pace, as well as working in her design studio.

The new minute-long film provides a more intimate look into her world of fashion. It opens on the designer in her studio, sketching a new look.

"For me, it's all about capturing visual excitement," she says in a voiceover. "The magic lies in finding beauty in the function, then celebrating that in form and texture."

She begins pulling fabric together to bring her designs to life.

"I look to great architecture and great design for inspiration," she says. "I also draw on ideas from my background, my youth."

### *Perfect Harmony with Judy Wu*

Present-day and archival video footage of Shanghai complements her comments. Footage from Ms. Wu's previous fashion shows are interspersed to bring audiences an understanding of her world on stage.

"Striking but simple geometric shapes that have stuck with me in the search for perfect harmony."

In February, Jaguar collaborated with American DJ and producer MK for the initial launch of the F-Pace campaign. The campaign features a series of artists from music and entertainment to photography and fashion showcasing the Jaguar brand commitment to support the creative industries.

As well as featuring in one of the films himself, MK also curated an exclusive Spotify playlist inspired by the Jaguar F-Pace.

The music collaboration marked the start of an ongoing partnership between Jaguar and Sony Music UK 4th Floor Creative that aims to showcase emerging creative talent.

#### *Heightened moments with MK*

As part of the ongoing campaign, Jaguar has also teamed up with cyclist Laura Winter, skydiver Jamie Cartwright and photographer Mishaël Phillip.

"With this campaign we aim to continue to build awareness for the F-PACE SUV, but even more importantly this is intended to increase the relatability and desire for the Jaguar brand," Mr. Hoel said. "We want consumers to see a bit of themselves in the creatives featured in this campaign to help build that emotional connection."

#### Driving creativity

Whether in an effort to connect with consumers during an exhausting year or simply wanting to bring variation to marketing strategies, many luxury auto manufacturers have showcased artistry and creativity in recent campaigns.

Korean automaker Genesis partnered with CNN International on a new program supporting emerging filmmakers and visual storytelling. CNN Film School, an editorial global cross-platform initiative covering instructive digital content, a fellowship and branded content.

Content will be published throughout the year, with directors, journalists, technicians and others sharing their insights into visual storytelling. Different "chapters" will discuss aspects of storytelling such as character, conflict and cinematography ([see story](#)).

German automaker Mercedes-Benz tapped Grammy Award winner Alicia Keys to reflect on her career journey in an honest campaign featuring its upscale S-Class sedan. "Pieces" shed light on Ms. Key's outlook on creativity, formed through her experience growing up in New York's Hell's Kitchen neighborhood ([see story](#)).