

APPAREL AND ACCESSORIES

Alaa cosigns craftsmanship in new campaign visuals

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In "LE SAVOIR-FAIRE ALAA", visuals reminiscent of a mood board are presented scrolling-style. Image credit: Alaa

By AMIRAH KEATON

Couture house Alaa is celebrating its heritage as an atelier with new behind-the-scenes content.

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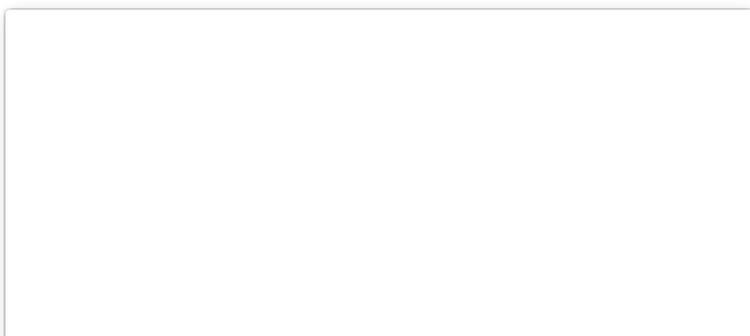
The maison, which operates on its own flipped seasonal system the brand has identified its latest work as "Summer/Fall 22", as opposed to following fashion's traditional fall/winter calendar has released a series of new campaign materials for the accompanying collection. The brand's posts provide an up close and personal view of the high-level luxury behind the label.

By-invitation-only

Couture values come to life in new content from the Parisian house, which proves craftsmanship is still king when it comes to high-end wear.

In an array of new graphics, Alaa takes subtle advances towards advertising, innovative in format. The brand manages to be simultaneously down-to-earth and approachable in its revelatory nature, while threading the needle through fashion's finest, much of which will never be witnessed by the masses with a naked eye.

Moodboard-esque videos appear almost as though their owner is scrolling through a phone, reviewing sketches and zooming in on the house's detailed looks. This first set of clips have no sound, further imparting a sense of encouraged voyeurism.



[View this post on Instagram](#)

A post shared by ALAA (@maisonalaa)

The first asset, aptly titled "THE HANDS Alaa's essentials" showcases artisans hard at work, constructing layered leather bodices and boots, among other garments and accessories. A deconstructed white dress sits humbly on its mannequin awaiting proper "accouterments", while viewers watch as a zebra print jacket slowly forms from scraps, in the hands of expert fabric manipulators.

"LE SAVOIR-FAIRE ALAA" follows the order of recency, and this version's bright red accents break through the video's black-and-white treatment. Multiple masked attendants work around one form, a chained number, with care. Further screen movement reveals a particularly impressive voluminous skirt with raindrop-shaped fabric gatherings, incomplete atop a mannequin, surely inclusive of more internal mechanisms than meets the eye.

The assets exist somewhere between vignette and video, and the strategic dilemma of whether or not to include the pieces in final form is resolved by official campaign videos.

A creative counterpart, "Alaa SUMMER FALL 22 CAMPAIGN" takes a short and sweet stance.

A "Summer Fall" spot from the maison in light of its latest collection.

Those who do not allow the remixed season featured in the title to deter them are promptly rewarded with shadowed visuals, tunneled audio and cloned, kaleidoscopic choreography, as models' expressive movements marry personality with true craftsmanship.

Eight :15-second clips that mirror a dream-like state dedicate themselves to luxury with the stoic grace and ease that the clothing embodies.

Les ateliers

Tunisian designer Azzedine Alaa's self-attributed label, albeit unique in execution, is hardly distinctive in allowing a look behind the curtain this season.

A number of brands seem to be answering consumer demand to see how collections come together, almost as strong as the demand to view the collection itself. Many are embracing "backstage" elements, bringing viewers into the fold of production.

Italian fashion house Miu Miu doubled down on an inclusively intellectual approach to luxury with its fall/winter 2022 campaign, opting for shots where lively production chatter, mics and even clapperboards remain ([see story](#)).

An alternative "paring down" has shot up in popularity Italian luxury cashmere clothing brand Loro Piana provided a simple, coastal vibe to match its expertly constructed collection ([see story](#)).

Some creatives, long emerged from lockdowns, seem to be getting serious in their observation of "savoir vivre", bucking against subsequent maximalist trends by honing in on the value of detail.

If one shared sentiment stands amongst luxury potentials and professionals alike, it is a voracious yet insatiable obsession with the little things.

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