

INTERNET

## Lanvin imagines abstract dialogue for campaign video to spark conversation

January 30, 2014



By SARAH JONES

French fashion house Lanvin filmed a video companion for its spring/summer 2014 collection print advertising campaign that shows models having hushed conversations around a dinner table.

[Sign up now](#)

[Luxury Daily](#)

The video, similar to the print campaign, shows models wearing metallic party outfits and suits seated around a bare table with water glasses, but adds snippets of abstract dialogue to enliven the scene. With this video, Lanvin is able to further explain the personality and direction of the print campaign.

"Lanvin gives a raw snapshot to its brand pulse," said Paul Farkas, cofounder/CEO of [Accessory2](#), New York. "Full of edge, hormone and glam, the collection sizzles throughout with polar narrative between the sexes.

"Between strength of editorial, featured collection and raw attitude, quality high fashion porn engages some very key demographics," he said. "After all, affluencers are largely confidant, stylish and easily envious."

Mr. Farkas is not affiliated with Lanvin, but agreed to comment as an industry expert.

[Lanvin](#) did not respond by press deadline.

## Spoken word

Lanvin's campaign video was shot by photographer Steven Meisel.

The video begins with a trio of female models surrounding a table surrounded by darkness. The first voice tells the viewer, "It is a glossy texture."



*Video still*

The camera cuts to a group of male models at a different table, while a male voice says the words rich and smooth.



*Video still*

From there, the video cuts back and forth between the two tables, with the voices taking turns seemingly talking about food, talking about how good an unnamed thing is, and how it is the most exceptional thing they have ever tried.

Other phrases refer to a hot center offset by a crust and how something smells as it rises. A male voice tells the viewer to melt butter in their pan, and wait for it to sizzle.

On that last comment, both sets of models rise and walk away from the camera.

### *Lanvin spring/summer ad campaign video*

Lanvin posted the video to its Facebook page with the question, "What are they talking about?"

#### Sound effects

This video follows a similar format to Lanvin's fall/winter 2013 campaign video.

Lanvin promoted its men's and women's winter collections through a short video that focused on the models' internal monologues about love, life and the pronunciation of the label's name.

The 60-second video jumps between shots of men and women wearing the new collection with each model portraying different emotions. Since many apparel brands are now pushing fall/winter collections, brands need to create campaigns that help their collections stay top of mind to consumers ([see story](#)).

Having a campaign video that tells a story makes for sustainable social buzz.

For instance, British fashion house Alexander McQueen created a surreal narrative film to accompany its spring 2014 print advertising campaign.

The film features British model Kate Moss, a longtime collaborator of the house, in a futuristic world. By creating a narrative-driven video, the brand is able to communicate more about the collection and attract more shares of the video ([see story](#)).

Due to the inexplicit dialogue included in this video, there will likely be debate on social media about the subject of the models' conversation. Even though the video might not be shared as much as some others, that is not necessarily a problem since it will reach its target demographic.

"The video is aimed at loyalists and socialites that purchase, it is less about social sharing," Mr. Farkas said. "It is refreshing to forego hash-tagging, as voice provides richer context and is more on brand."

"Fashion has highly benefited from the progression of multimedia campaigns, the industry is increasingly more substantive, experimental and experiential," he said.

"Though once hesitant to embrace, luxury fashion clearly now rivals entertainment in digital."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.