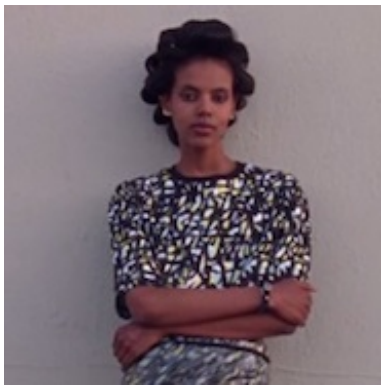


INTERNET

Kenzo highlights its multicultural heritage through surreal video

May 21, 2014



Video still from Kenzo's Dawn in Luxor

By SARAH JONES

LVMH-owned French fashion house Kenzo is highlighting its creative directors' heritage through a surreal video featuring the spring line.

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Luxury Daily

Kenzo's "Dawn in Luxor" tells the story of an alternative California, the inspiration for the brand's spring/summer 2014 collection and the childhood homes of Carol Lim and Humberto Leon. The film highlights a mix of cultures, allowing the brand to point to its own mix of cultures that went into the formation of the Kenzo label.

"The video seems to represent the diverse range of influences and subsequent versatility of the new collection," said Alex Savona, associate planner at [Huge](#), New York. "The exotic undertone of the video captures the multi-cultural sensibility that is at the heart of the Kenzo brand as a French-Japanese hybrid.

"The mix of scenarios, locations and ambiguous time periods indicates that the collection is inspired by and relevant to a wide range of situations, adeptly fusing fantasy and reality for its wearers," she said. "The fragmented but simultaneously melodic stream-of-consciousness composition underscores that this eclectic synthesis is at the heart of

both the video and the collection."

Ms. Savona is not affiliated with Kenzo but agreed to comment as an industry expert.

Kenzo was unable to comment directly before press deadline.

Meeting point

Kenzo enlisted filmmaker Kahlil Joseph to write and direct the short four-minute film. Mr. Joseph has previously made short films and music videos, including the music video for Flying Lotus' "Until the Quiet Comes," which was set in Los Angeles.

At the beginning of the film, a voiceover tells the audience "No one don't really write the true (sic)."

When the picture appears, a girl gets out of a pedicab stopped on a cliff by the ocean. She gets out and looks at the sea as the narrator tells the audience they are going to meet the boy.



Video still from Kenzo's "Dawn in Luxor"

A boy sits cross legged inside, and then the scene changes abruptly to show him sitting in the same position on a beach.

Next the film shows a room inside a palatial house, where a row of onlookers watch a performer wearing a head covering move across the floor.



Video still from Kenzo's "Dawn in Luxor"

Cutting to a more modern image, the viewer is brought to a Jamaican restaurant, where a young woman stands.

The video then reveals the cause of the boy's pensive state, as he sits next to a lifeless dolphin.

After giving the viewer another glimpse at each of the scenes shown, the film travels back to the restaurant. In the first dialogue of the video, a customer asks the waitress seen before about the catch of the day, and she responds, "No fish."



Video still from Kenzo's "Dawn in Luxor"

This ties the film into the oceanic cause the brand has associated itself with.

Kenzo is partnering with Britain-based conservation group Blue Marine Foundation to help protect the oceans through fashion.

Kenzo has launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue will have a positive impact ([see story](#)).

Throughout the film, the characters wear Kenzo clothing, but the film is more about the aesthetic and story than the clothes.

As of press time, the video had gathered more than 50,000 views on YouTube. Kenzo promoted the film on its social channels, embedding the video so its followers could watch within their feeds.

Embedded Video: [//www.youtube.com/embed/VdXQmhrbuCY](http://www.youtube.com/embed/VdXQmhrbuCY)

Kenzo SS14 "Dawn in Luxor" by Kahlil Joseph

Artistic vision

Diverging from the expected fashion film can help a brand further its image.

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](#)).

Bringing in outside filmmakers to give their own vision can give a brand a new perspective.

For instance, Prada-owned Miu Miu created a female-focused film series, the latest of which was screened during Mercedes-Benz Fashion Week.

“Spark and Light,” directed by So Yong Kim, premiered on Feb. 11 in New York, with online content created surrounding the release ([see story](#)). Like Kenzo’s “Dawn in Luxor,” Miu Miu’s films feature the label’s attire as a supporting rather than lead character.

This video subtly weaves both Kenzo's social cause and its fashion into an immersive story line, which will likely help it resonate with consumers.

"What I find particularly interesting is the way that Kenzo has inserted the brand's social cause into the video," Ms. Savona said. "In a moment where brands often try to scream social awareness at the top of their lungs, Kenzo has subtly integrated its point of view into an unconventional platform.

"Instead of overtly discussing overfishing, the problem is situationally introduced in a relatable context - a restaurant being out of fish - and respectfully left at that, without any further commentary to beat consumers over the head," she said. "As vocal as fashion brands often are about their social responsibility, it is rare to see that messaging included in a collection launch video where the social cause is not directly linked to the line.

"Social responsibility communications are usually treated separately or are wholeheartedly leveraged to promote a socially-related product. Instead, Kenzo has indicated through this subtle integration that this cause truly is at the heart of its brand, perhaps in a more genuine way."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/eweJOXd8MrY](https://www.youtube.com/embed/eweJOXd8MrY)

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