

Fashion Films
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Summary by Elise Desbonnet

At any given moment in almost any given place, people can be seen scrolling through social media sites such as Facebook, Twitter, Instagram, and Vine. Avid fashion consumers follow brands on these websites, looking for new trends and seasonal lines that they may purchase. All fashion brands are looking to increase their presence in social media, as it is a relatively inexpensive way to reach a wide breadth of tech-savvy, affluent consumers.

Online video consumption is currently growing, with short fashion films becoming an increasingly important player in advertising. They originated from print campaigns, usually funded by leftover funds, then are likely launched on Facebook or the company's website. 69% of marketers and 55% of advertisement agencies plan to grow their digital video advertisement output. Research has shown that people only view videos for fifteen seconds before either leaving it, or continuing to watch. These films showcase aesthetics, versus the story. Some wonder if they are simply beautiful on the surface, but boring and low budget.

There are several different types of fashion film; moving advertisements display the product, scenes which transport viewers elsewhere without words, humorous, and dramatic stories. Winning films always evoke some sort of emotion in the viewer. The Business of Fashion compiled a list of the top ten fashion short films, five of which were viewed in class.

Stella Sport and Adidas displayed a vivid, exciting moving advertisement that showed the product in motion. It was energetic, cute, and fun. Dolce & Gabbana displayed their Summer 2015 collection in a Sicilian setting, where some of the world's most stunning models danced the Spanish flamenco. The company's Italian heritage shone through, and transported viewers to a different place. Prada's Postman Dreams film was humorous, cute, and remained light-hearted throughout. Chanel's Reincarnation had a plot, showing the story behind Coco Chanel's inspiration for her signature jacket. Celebrity actors were used, specifically Pharrell Williams and Cara Delevigne. They acted as the Austrian Emperor Franz Joseph and Empress Elisabeth. Miu Miu's Women's Tales No. 9 was a story about a dress with personality. The high-maintenance actress did not appreciate the dress, which had a humanistic personality. It found a servant girl who appreciated the dress's beauty. When photographers finally found the girl in the dress, all of their camera batteries died, and the beauty of the dress was unable to be photographed. You got to see much more of the actual fashion, as this short film poked fun at the fashion industry.

As the technology industry fuels social media growth, fashion film directors need to improve distribution strategies in order to reach the maximum number of people. Fashion films should be budgeted into the advertising strategy, and seasoned directors should be sought out to create the best possible video.