

Fashionably animated: a winter's tale



Fashion retail giant Foschini has embarked on an animated advertising campaign, created by The Jupiter Drawing Room Cape Town, for marketing its winter fashion range.



Says Foschini MD Kathryn Sakalis, "An animated commercial... succeeds in allowing for an easier creation of a fantasy winter wonderland within the mind of the targeted consumer... In step with international fashion trends, we are supporting the charming folkloric story, which features embroidery, trims and tribal elements from across the globe. Winter's folklore fashion incorporates the evolution of summer's gypsy skirt, transformed by the use of fabric mixes and interesting embellishments. This story is versatile, flattering and has wide-spread appeal."

Joanne Thomas, creative director of The Jupiter Drawing Room Cape Town, adds that the concept required live-action set against an animated backdrop. "By creating such an illustrated wonderland, the viewer is inspired to let the clothing serve as fuel for their imagination."

Supported by animation greenhouse Masters and Savant, co-founder Roger Smythe says, "For fashion advertising, animation is the perfect tool for creating a new world where the clothing is allowed to inspire the environment and provide an exotic lifestyle to entice the consumer."

Foschini has long incorporated animation in its advertising offerings, which has progressed from solely graphic depictions of an iconic fashionista to a combination of graphic and live-action animation.

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