



Spring/Summer 2021

Valeria Alvarado

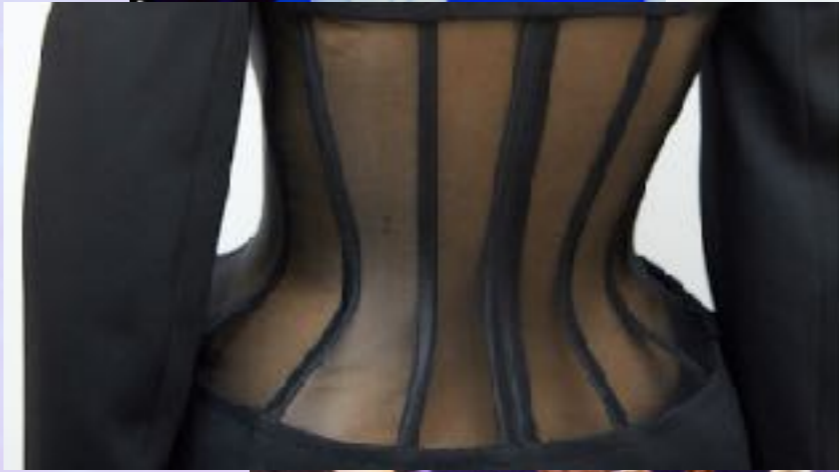
# THE MUGLER FANTASY

## Time line

- 1973 Thierry Mugler launches Monsieur Mugler's First brand "Cafe de Pari"
- 1984 Mugler's 10th anniversary show was open to the public in Paris.
- 1990 Mugler produces the music video for George Michel "Too Funky".
- 1996 Mugler is invited to show in Paris Fashion Week.
- 1997 Mugler's Scandal couture show.

## Style

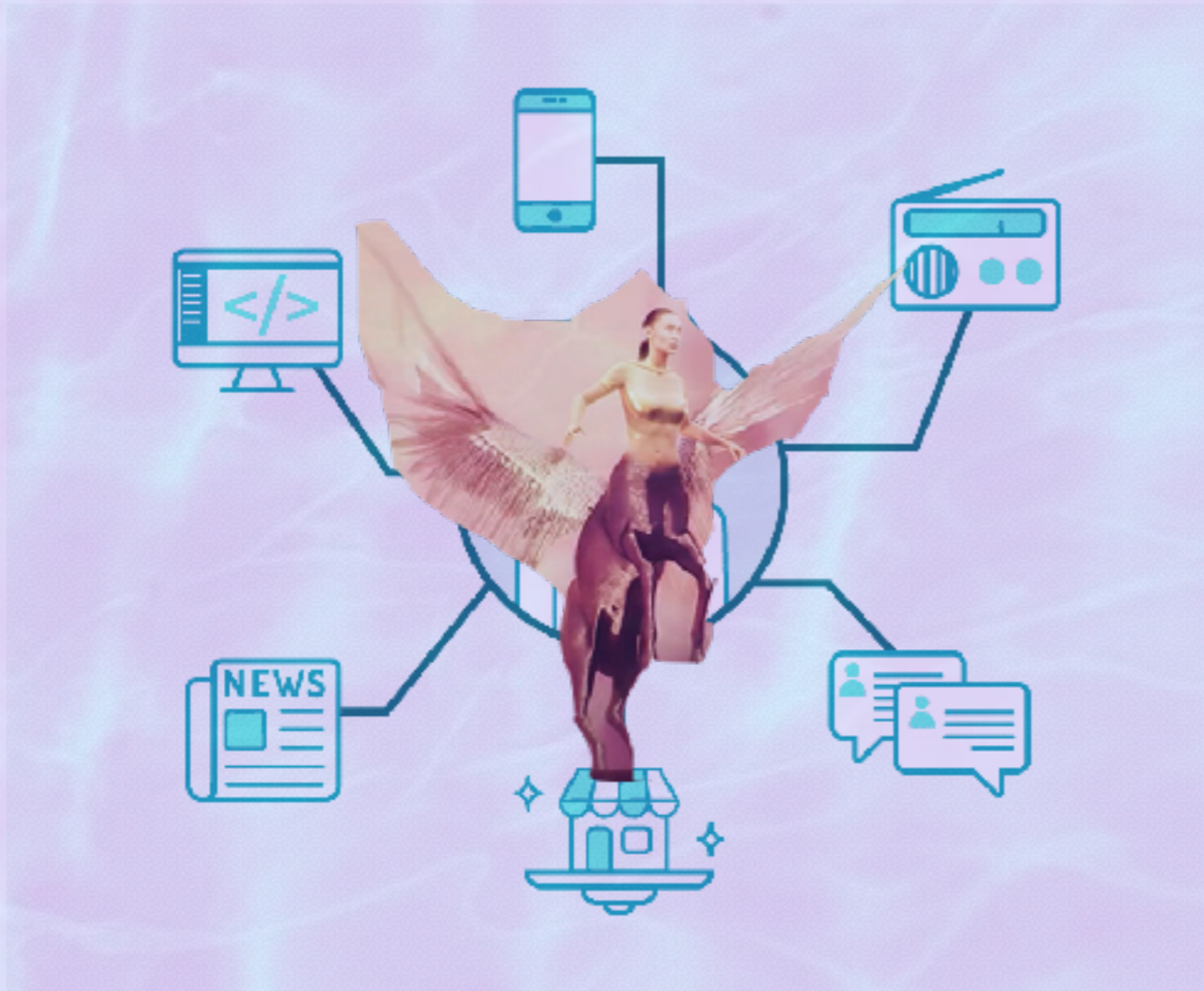
- Mugler's characteristic style draws heavily on the iconography of sexual fetishism, and his models frequently resemble dominatrixes.
- Corsetry is part of the house DNA as well as the intense lacing combined with the conformity of a rigid construction is often observed in the archives.



# THE MUGLER FANTASY

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OMNIchannel



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## Executive Summary

A different way to view Mugler. A fantasy, sexy, futuristic theme is seen through out the collection which embraces the Mugler fantasy universe. A post modern clash of the Mugler past and present. With the use of CGI to create the avatar of Bella Hadid as a Pegasus gives the opportunity to explore gamification within the brand.

A magic being guides the viewer through the collection on Mugler's film by Florian Joahn and a still visual portfolio by Carlijn Jacobs. The film showcases different scenarios of the people living in the Mugler world, beautiful, sexy, confident and diverse. This refers back to what the Mugler silhouette is all about. Amazing strapless see-through dresses, spiral-seamed stockings and a new spin on their signature spiral-cut jeans. The collection pulls from the Mugler heritage creating the brands vision of today.

The well known celebrity exposure of the brand has more people interested in seeing what Mugler has to offer. Their creative approach in their fashion film and cast they have open the door to explore more ways of attracting a younger customer while diving more into The Mugler Fantasy. The avatar of Bella Hadid will guide the consumer through all its channels, giving them a different experience embracing sexuality, fantasy, creativity and technology.

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MUGLER

A dominatrix, fantastic and sexy Mugler



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Press release

## THE MUGLER FANTASY

Get immerse in the Mugler fantasy.

Mugler is teasing the link to their new collection via instagram stories and keeping the momentum with the new filter of Bella Hadid's avatar created specifically for their new fashion film showcasing the SS 21 collection.

Hopping into the brand's website you will not only find the collections fashion film but Pegasus Bella Hadid will lead you to a space where you have the opportunity to try and explore the Mugler collection by creating your own avatar. Find out how you'll look and feel in the sexy, confident pieces of the new collection. Let your imagination fly and create your own ensemble.

To continue the immersive experience of The Mugler Fantasy, step in to a futuristic parking lot in Paris. Inside you'll find yourself in the Spring/Summer 2021 fashion film guided by the one an only mystical Bella Hadid. Step into your scanner and get your glasses on to enter *#The Mugler Fantasy*. Once in, you are free to choose any Mugler piece to wear as you are becoming part of Mugler's world. As part of their see now buy now model, once in the experience you have the liberty to purchase any outfit of your choosing.

Amazing visuals and technology have created a world were Casey Cadwallader's vision has been executed exceptionally. Opening the door to explore Mugler's Fantasy world even further.



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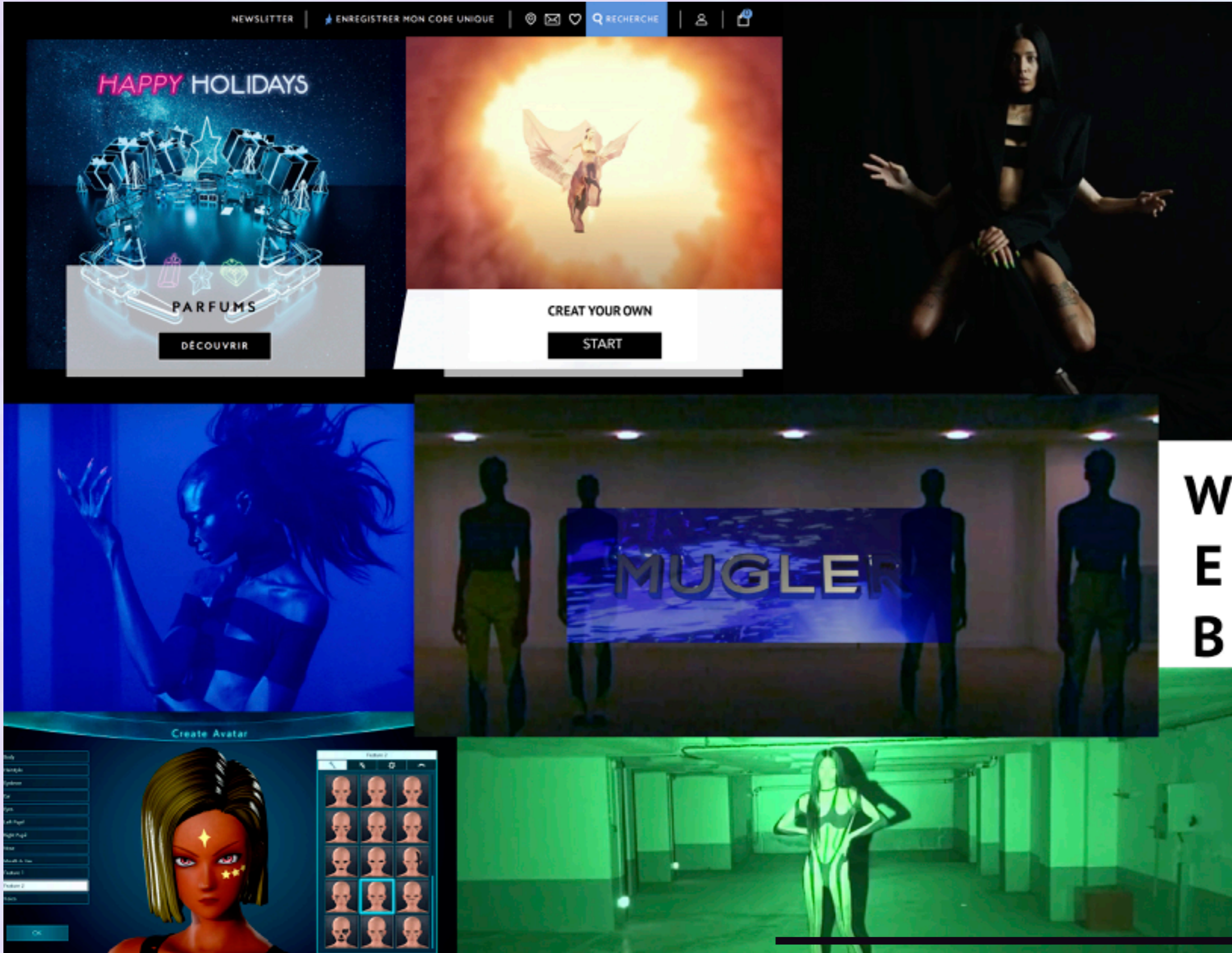
*The popUp Experience*

Step in to a futuristic parking lot and on to your scanner and put the glasses on to enter *#The Mugler Fantasy*.

Guided by the one an only mystical Bella Hadid.

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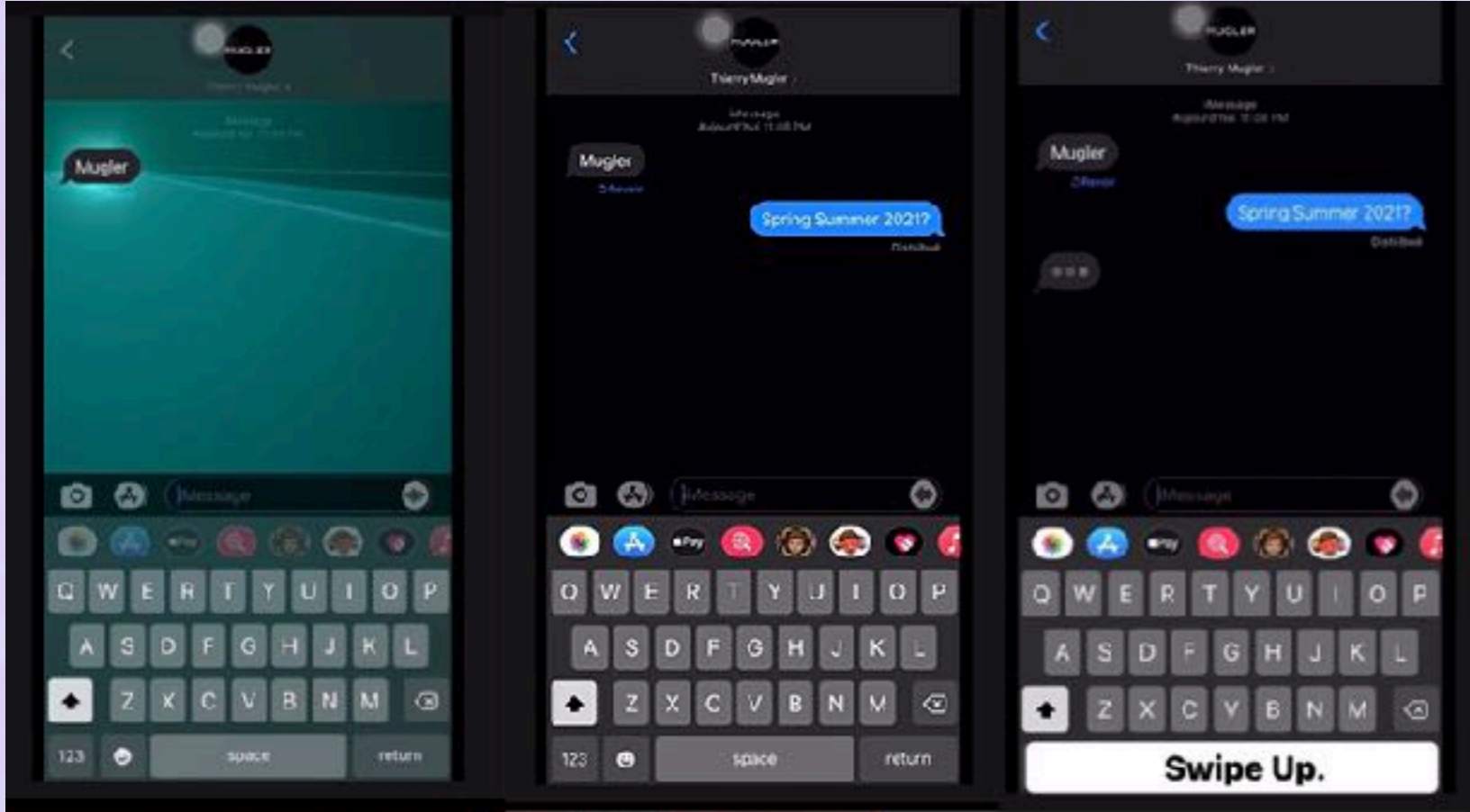
Pegasus Bella Hadid will lead you to explore the Mugler collection by creating your own avatar.

#MuglerPegasus



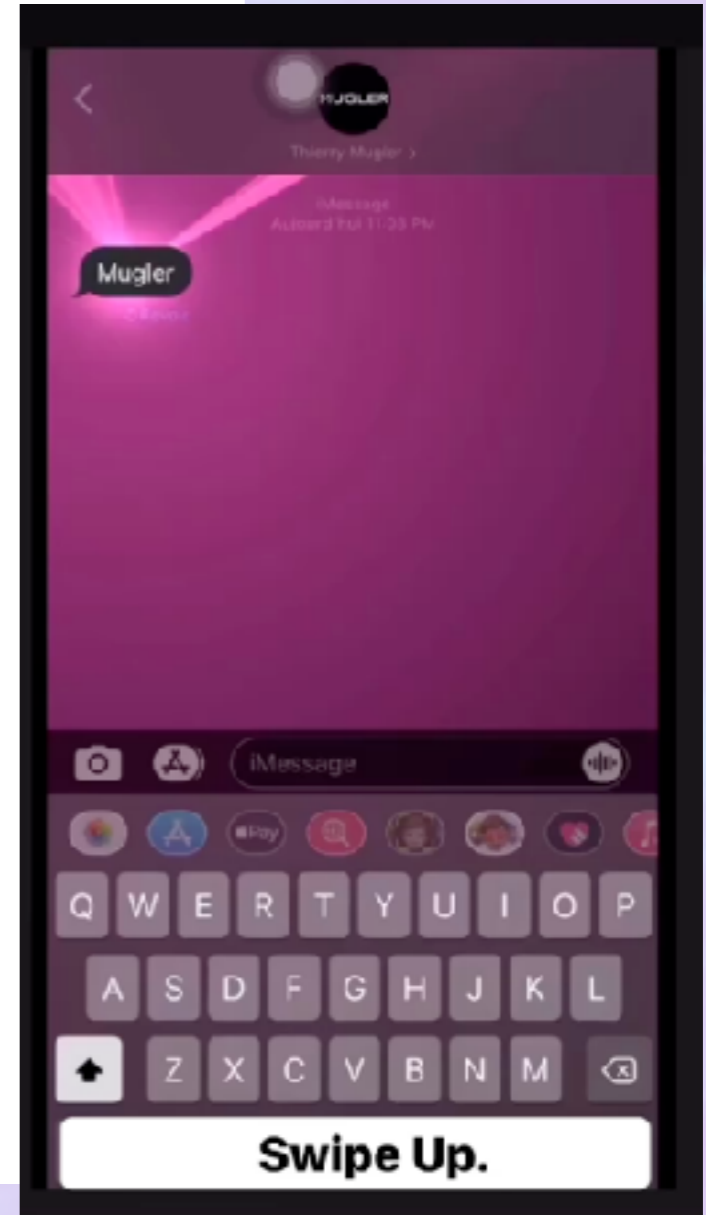
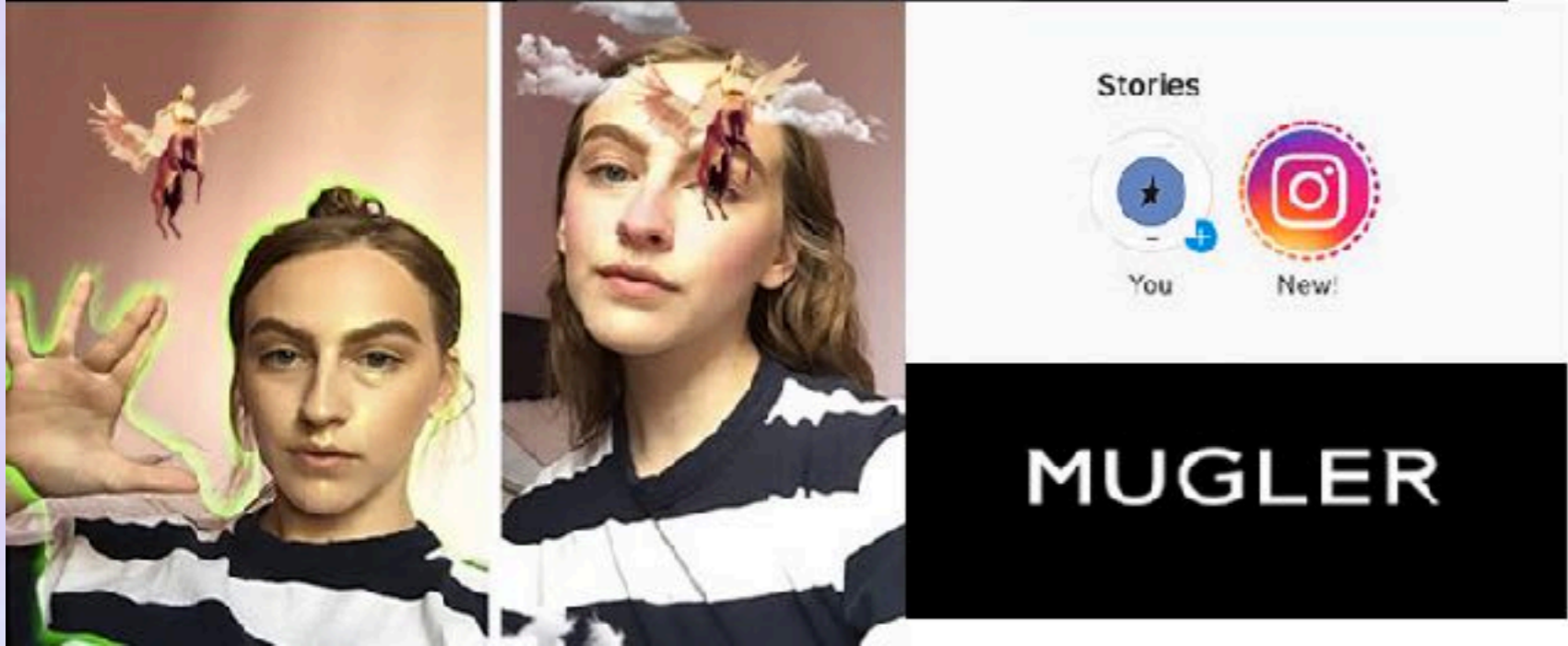
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MUGLER



Teasing the new collection SS21 via Instagram stories (SwipeUp) feature. Keep the momentum with the new filter of the Bella Hadid avatar created specifically for the fashion film.

#ExperienceMugler



*#TheMuglerFantasy*

*#MuglerPegasus*



*#ExperienceMugler*

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Sources:

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Filter-[Rebecca Lockwood](#)

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Mugler Fashion Film:

Photographer: Carlijn Jacobs

Creative Director: Casey Cadwallader

Fashion Editor/Stylist: Haley Wollens

Hair Stylist: Virginie Pinto Moreira

Makeup Artist: Inge Grogard

Casting Director: Julia Lange

Manicurist: Sylvie Macmillan

Models: Ariish Wol, Bella Haddid, Debra Shaw, Dourane Fall,

Enantios Dromos, Kai Isaiah Jamal, Lidia Judickaite,

Raya Martigny, Shygirl and Xu Meen