Fashion films within digital fashion communication
The case of Caruso's *The good Italian*

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Introduction

- Digital transformation
  - has impacted cinema production and video lifecycles, blurring lines between physical and digital elements
  - has increased accessibility of video production via smartphones and devices
  - has enhanced the adaptation of cinematic movies to digital platforms (e.g. Netflix, Amazon Video, Disney+)

- Meanwhile…

- Fashion films
  - have emerged as an independent genre
  - have expanded their narrative choices from mere creative audiovisual projects for fashion houses to tools to enhance storytelling, brand personality, atmosphere
  - have become marketing and communication tools for fashion brands
  - have contributed to define the fashion «imaginary»

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The Good Italian – Episode 1 «The Farmhouse of Wonders»

- Launch Date
  - June 18, 2015
- Duration
  - 6 minutes and 7 seconds
- Plot Summary
  - Two English tourists discover a small farmhouse in Soragna's countryside, which leads them to the residence of Prince Meli Lupi di Soragna. The prince warmly welcomes them to his table, offering them local delicacies. Since the male guest is not appropriately dressed, the prince's butler transforms him into a «good Italian» with an impeccably tailored suit.
- Key Elements
  - Transformation of a guest through a wardrobe change. Emphasis on Italian hospitality and lifestyle.

Figure 1
The famous Italian actor Giancarlo Giannini on the set of *The Good Italian I 'The farmhouse of wonders'* (photo by S. Masini, courtesy of U. Angeloni).

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The Good Italian – Episode 2 «The Prince Goes to Milan»

- Launch Date
  - January 11, 2016

- Duration
  - 6 minutes and 40 seconds

- Plot Summary
  - Prince Meli Lupi di Soragna travels to Milan and stays at the Four Seasons Hotel to meet his niece. Dissatisfied with the basil in the hotel's kitchen, through a fictional film choice, he goes to Soragna to fetch basil for the chef to make trenette al pesto. In this way, he introduces his niece to the authentic Italian lifestyle, including a traditional recipe and atmosphere.

- Key Elements
  - Use of a Lancia Aurelia Spider B24. Prince's quest for authentic ingredients. Introduction of the niece to Italian culture and lifestyle.

Figure 2
Filming of *The Good Italian II 'The Prince goes to Milan'* (photo by S. Masini, courtesy of U. Angeloni).

The Good Italian – Episode 3 «The Magic of Naples»

- Launch Date
  - January 13, 2017

- Duration
  - 8 minutes and 58 seconds

- Plot Summary
  - Prince Meli Lupi di Soragna, accompanies his friend Vittorio Grigolo, a tenor to explore Naples to find inspiration for the perfect rendition of the Neapolitan song «O Paese d'o Sole». They immerse themselves in the essence of Naples, experiencing its culture, cuisine, and landscapes.

- Key Elements
  - Naples' culture and heritage. Collaboration with real-life figures such as Vittorio Grigolo and the Prince of Soragna. Emphasis on the emotional and cultural significance of Neapolitan identity.

Figure 3
A pause while filming *The Good Italian III 'The Magic of Naples'* (photo by S. Masini, courtesy of U. Angeloni).

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Key messages

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	Italians' Love for Beauty	Representations of fine arts, music, painting, architecture, sculpture, cars, clothing, and food
	Representation of Italian Landscapes	Depictions of Soragna countryside, Naples cityscape, and Parthenopean landscape
	Sight of Magnificent Ruins and Ancient Statuary	External appearance of period buildings, ruins, and statues (e.g. majestic interior of Soragna's mansion)
	Representation of the Italian Character	Depictions of Italian hospitality, savoir vivre, and pursuit of perfection
	Idea of Perfection and Indeterminacy of Time	Pursuit of perfection (e.g. concept of timelessness)

Digital analytics

Table 1. Film views according to the main digital platforms on which they were shared (data provided by Caruso and retrieved at the end of September 2021).

Platform / views	The Good Italian I (15.06.2015)	The Good Italian II (11.1.2016)	The Good Italian III (13.01.2017)
Facebook	32'000	25'000	4'380'000
Fashion Channel	–	101'272	51'634
Fotogramas	4'906	–	–
Four Seasons	–	190'356	–
Repubblica	3'886	1'874	–
TheCorner	2'794	–	–
Vimeo	8'382	8'665	6'986
Youtube	405'638	1'005'916	962'505

Digital analytics _*cont.*
Average # of views according to age range
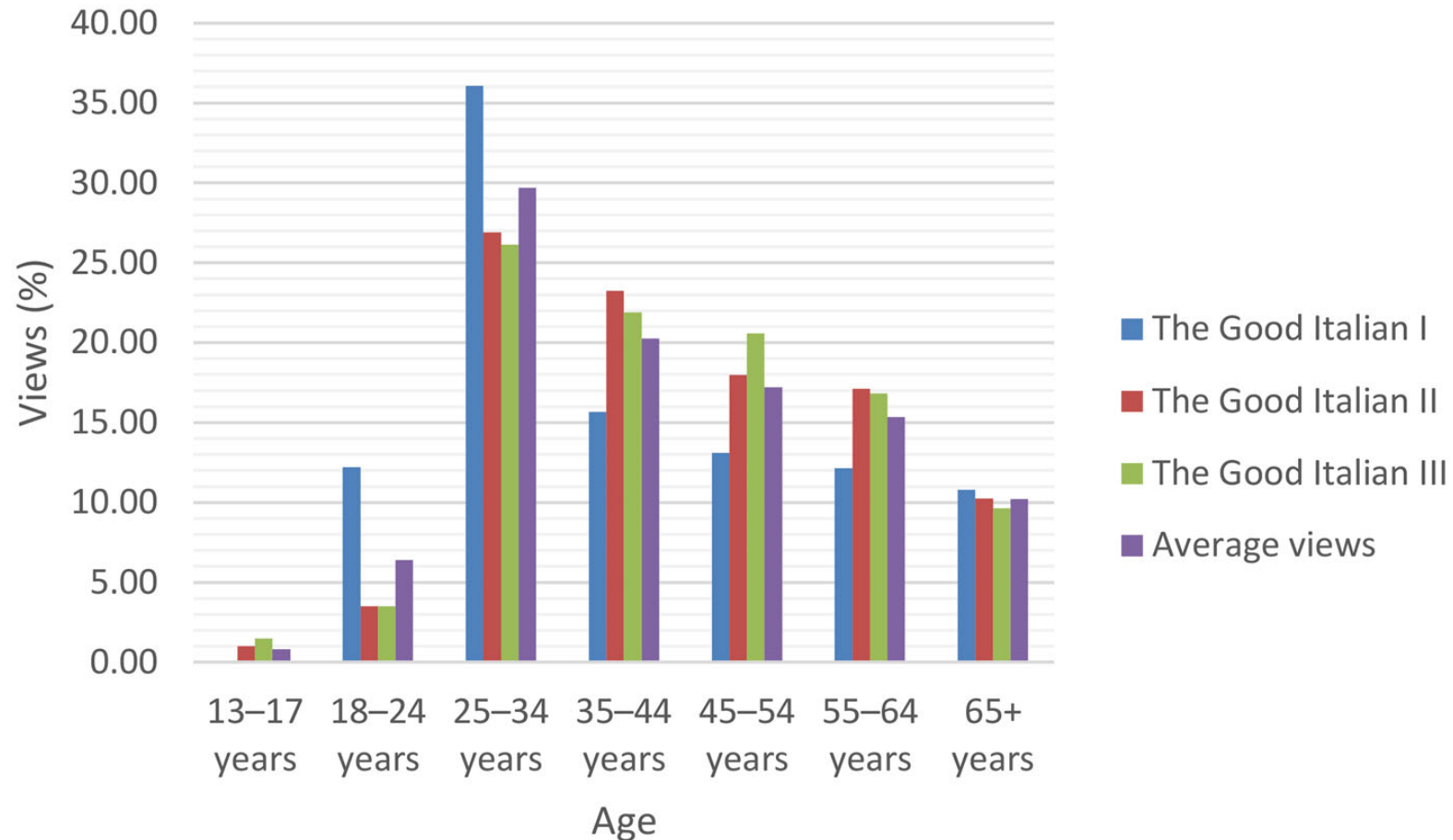
Digital analytics _*cont.*
Device types
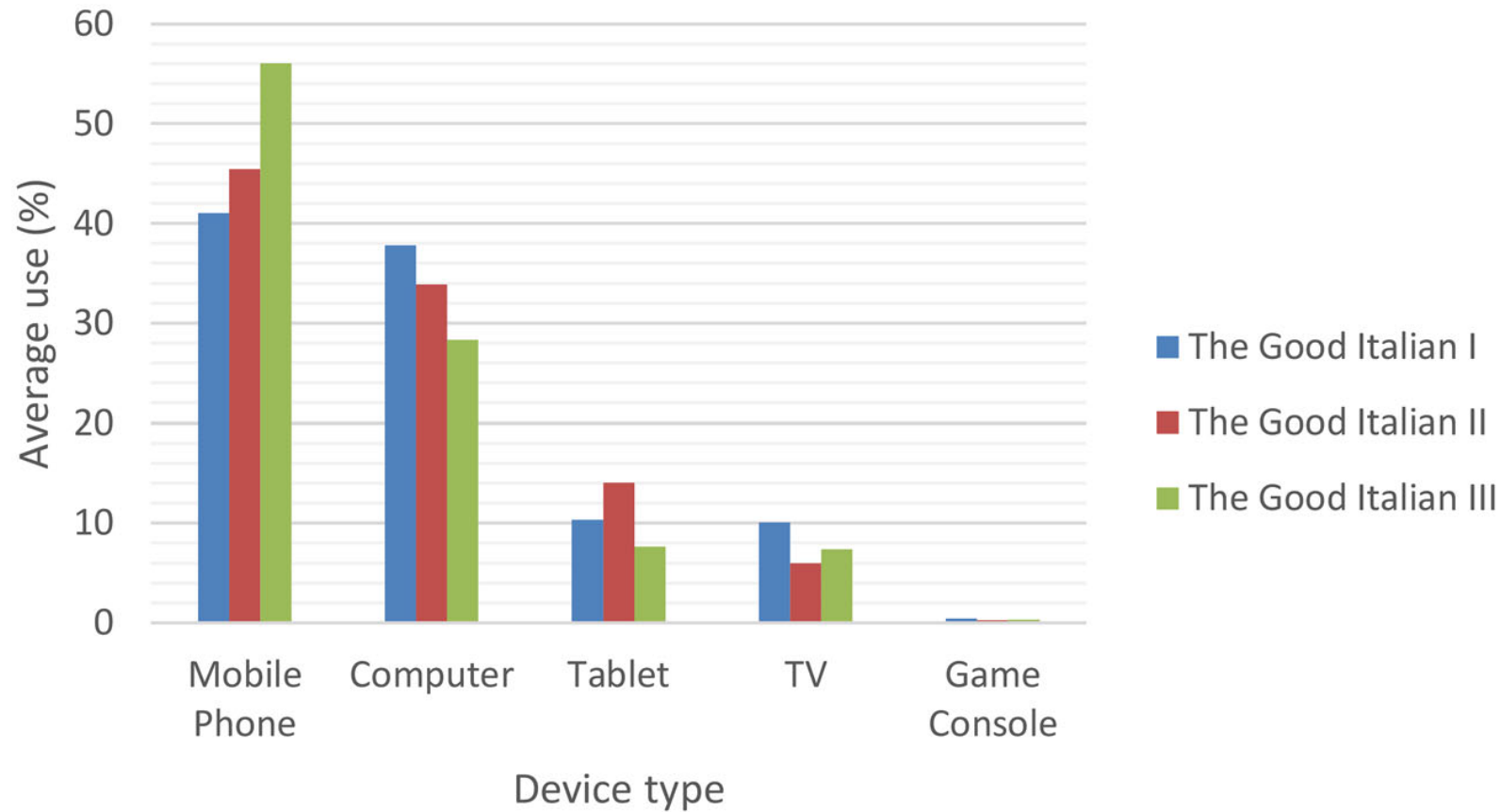
Further data: download for free!

"The Good Italian": Fashion Films as Lifestyle Manifestos. A Study Based on Thematic Analysis and Digital Analytics

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