

News Release

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'Same Dress Disaster': adam&eveDDB unveils new Christmas viral for Harvey Nichols

Today adam&eveDDB unveils its hotly awaited follow-up to last year's 'Walk of Shame' Christmas viral. This year's film – 'The Dress' - focuses on another hazard of the Christmas party season: the dreaded 'Same Dress Disaster'.

Shot by directing duo Ne-o, the 90-second spot follows a stand-off between two women who fall foul of the ultimate fashion faux pas at their company Christmas do; it starts off with each woman shooting the other an evil look, but rapidly escalates into a full-blown battle with both women shooting laser beams from their eyes.

The film culminates with several casualties and the line, **'Avoid a same dress disaster this season. Harvey Nichols Womenswear'**.

Emer Stamp and Ben Tollett, Executive Creative Directors, commented: "There aren't many clients who would allow the characters in their Christmas ad to try and kill each other with laser beam eyes. Huge thanks to Julia Bowe and her marketing team for being so brave."

Julia Bowe, Group Press and Marketing Director at Harvey Nichols said: "The 'Same Dress Disaster' is something that every woman can relate to, especially when it comes to the party season. We wanted to have a bit of fun and remind people that a disaster might be averted by taking the time to find a truly unique dress!"

The spot was written by Mike Crowe and Rob Messeter, and directed by Ne-o through Stink. It will be sent out to Harvey Nichols' friends, customers and suppliers on Tuesday 4th December, and appear in cinemas later in the month.

Credits

- **Project name:** 'The Dress'
- **Client:** Julia Bowe, Group Press and Marketing Director
Anna Davidson, Marketing Manager
Alexa Mullane, Senior Marketing Executive
- **Creative agency:** adam&eveDDB
- **Creative Team:** Mike Crowe, Rob Messeter
- **Creative Directors:** Emer Stamp, Ben Tollett
- **Account Team:** Paul Billingsley, Kate Banks
- **Agency Planner:** Elisabeth Jamot
- **Agency Producers:** Maggie Blundell, Catherine Turgoose, Richard Chambers
- **Project Manager:** Kirsty Petrie
- **Production Company:** Stink
- **Director:** Ne-o
- **Producer/Production co.:** Juliet Naylor
- **Media agency:** Rocket
- **Media planner:** Richard Beecroft
- **Exposure (media channels):** Cinema, Online

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About Ne-o

Directing duo Jake Knight and Ryoko Tanaka first came together as Ne-o back in 2001. The pair quickly attracted public attention for their short film, Salaryman 6, which was screened as part of the ondotozero6 festival lineup. The piece went on to collect awards from the Rushes Soho Shorts competition and scooped the TCM Classic Shorts prize in the London Film Festival.

Since joining Stink in 2002 Ne-o have gone on to carve a niche for themselves with their consistently refreshing and inventive aesthetic. Their reel includes the iconic Singin' In The Rain for VW Golf, a modern take on the classic Gene Kelly dance routine. The spot continues to garner recognition more than five years after its release having cemented a place popular culture with its blend of game-changing VFX and an instantly addictive b-boy musical remix courtesy of Mint Royale. For their efforts Ne-o were awarded silverware at the Clios, Eurobest, BTAA and inducted into the APA 50 collection.

Other standout projects have seen Ne-o experimenting with guinea pigs for financial services brand Egg and demonstrating the Humanity at the heart of Toyota's range of vehicles to create a charming and truly memorable car ad unlike any other. The spot was awarded top honors in Cannes, Clio and AICP ceremonies and was recently featured among shots magazine's best ads of the past 20 years.

More recently Jake and Ryoko have turned their talents towards projects for Budweiser Beer, as well as a slick and stylish black-and-white spot promoting Audi's Economy Drive, which picked up awards at last year's BTTA celebrations.

Toyota, Better Together, saw the duo developing their in-camera skills with an expertly executed piece of balletic choreography, reinforcing the message of synergistic technology at the core of the brand's fleet. In the current awards cycle the spot has been recognized by the BTAA and Creative Review magazine, which selected the piece for inclusion in their fiercely competitive 2010 Annual.

About Harvey Nichols

Harvey Nichols was founded in 1831 and is today the UK's premier fashion retailer, renowned both in the UK and internationally for the breadth and depth of its exclusive fashion merchandise. It offers many of the world's most prestigious brands in womenswear, menswear, accessories, beauty and food. Harvey Nichols currently has stores in London, Leeds, Birmingham, Edinburgh, Manchester and Bristol in the UK, Dublin in the Republic of Ireland and internationally Riyadh, Dubai, Istanbul, Ankara, two stores in Hong Kong and coming soon, Kuwait at the end of September 2012 and a new concept store in Liverpool in late October 2012. The London flagship store is located in the heart of Knightsbridge, London's most fashionable and exclusive shopping district. The store has a gross floor area of approximately 220,000 square feet. In addition to its fashion retailing business, Harvey Nichols successfully redeveloped the top floor of the London flagship store to create a Restaurant, Bar, Café, Wine Shop and Foodmarket which have become destinations in their own right. A similar concept operates from the top floors of all Harvey Nichols full-size stores. Harvey Nichols launched its first stand-alone restaurant in 1996, the highly successful Oxo Tower Restaurant, Bar and Brasserie, with spectacular views of the River Thames. A further restaurant, Prism, opened in the financial district of the City of London in 1999. In April 1996, Harvey Nichols obtained a full listing on the London Stock Exchange and for the subsequent period of almost seven years remained as a listed company. February 2003 saw the return of Harvey Nichols to private ownership and Harvey Nichols Group Limited is now owned by the Hong Kong based retail magnate, Dr. Dickson Poon whose retail businesses extend to North America, Europe, Japan, China and South-East Asia.