

# The Way You Look Tonight

Groundglass director Erica Brumage recently completed a new spot for Monteil with King James, Cape Town. Conceptualized by Creative Director Alistair King and Art Director Sue Reed, the commercial personifies romance as an elegant couple dance intimately to Frankie's "The Way You Look Tonight."

Erica had the following to say about her latest spot: "The elegant spaces and rococo textures of the Labia museum provided beautifully layered nuances which we used to define the romance of the product. Michael Buckley's sensitive and sculptural cinematography ensured that the eye was never drawn away from the hero and heroine and the magic they shared, and yet their environment is a constant subtle framework through which we see them. I like to work collaboratively, and King James and the Monteil client were enthusiastic and constructive throughout, whilst allowing the creative process to develop in its own unique way. I think that together we succeeded in finding and expressing the essence of the product."

For more, visit: <https://www.bizcommunity.com>