

APPAREL AND ACCESSORIES

Pringle captures Scottish travel diary for fall ads

August 22, 2016



Image from Pringle of Scotland's autumn/winter 2016 campaign

By STAFF REPORTS

Knitwear label Pringle of Scotland is taking consumers home with a down-to-earth autumn/winter 2016 campaign.

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Shot on location along the north coast of Inverness, the campaign stars a real family rather than a group of professional models. This campaign will help Pringle reinforce its heritage while also inspiring aspiration for the leisurely lifestyle presented.

Travel log

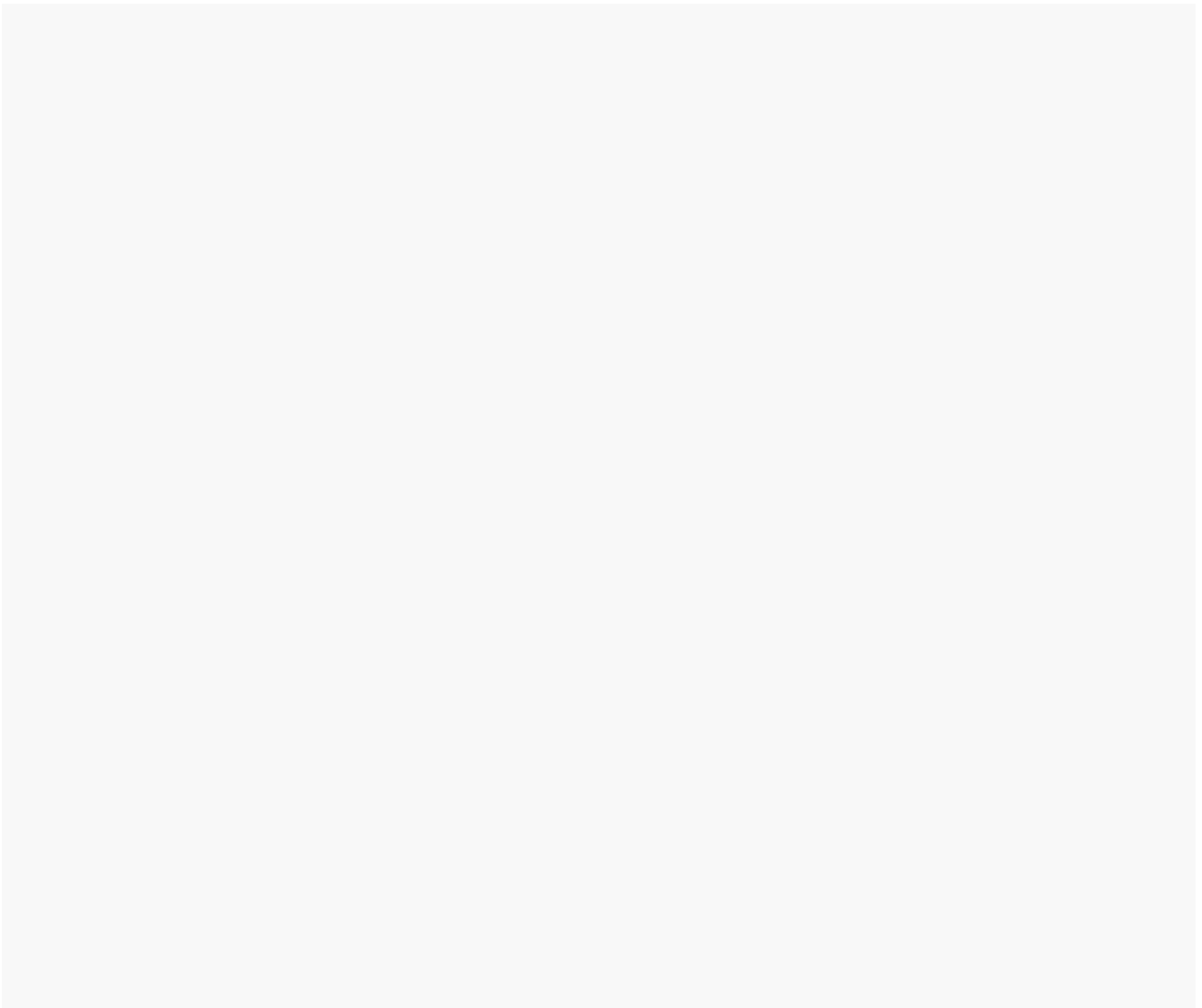
Pringle's campaign was shot by photographer Harley Weir, who has previously gone behind the lens for Gucci, Calvin Klein and Missoni, and art directed by Christopher Simmonds, who has recently worked with Gucci and Alexander McQueen.

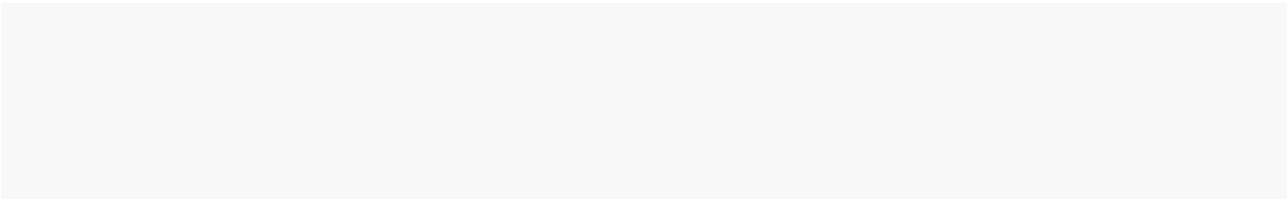


Image from Pringle of Scotland's autumn/winter 2016 campaign

Using film rather than digital photography, Ms. Weir catches a group of red-headed youngsters as they lounge on a grassy hill or look out over the water from the rocky coastline. Professional model Fay Alice Parsons poses alongside the members of the Low family.

Another shot finds some of the group catching the warmth from the sun atop a car's hood.





Introducing the Pringle of Scotland Autumn/ Winter 2016 Campaign. The campaign was shot on film by photographer Harley Weir, in a beautiful setting on the coast north of Inverness. Photographer: @harleyweir Art Direction: @christophersimmonds Styling: @franburns Hair and Make Up: @namiyyy Production: @artpartner #PringleOfScotland #AW16

A photo posted by Pringle of Scotland (@pringleScotland) on Aug 11, 2016 at 3:44am PDT

Changing up the casting for ad campaigns can help brands to tell new interpersonal stories.

For instance, French fashion house Lanvin highlighted its own familial bond with the winter 2014 advertising campaign, which stars model Edie Campbell and her relatives.

To introduce the campaign, Lanvin filmed a three-minute video of the family members interacting with each other through a stand-alone door. This floating house door acts as a playful metaphor for the maison, which was founded by a woman dedicated to making clothes for her daughter ([see story](#)).

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