

APPAREL AND ACCESSORIES

## Loewe previews upcoming collection via out of home placement

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*Loewe's spring/summer campaign by Steven Meisel*

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By STAFF REPORTS

Spanish leather goods and apparel house Loewe is spurring awareness for its spring/summer 2017 collection on the streets of Paris.

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Loewe will present during Paris Fashion Week Sept. 30, and began promoting the collection ahead of its debut on Sept. 29 through out of home campaign placements. In a climate where instant gratification and see-now, buy-now collections are becoming expected, many brands are strategizing on how to adapt while staying true to their values ([see story](#)).

Read all about it

To promote its latest collection, designed by creative director Jonathan Anderson, Loewe has bought advertising space on the sides of hundreds of newspaper kiosks in Paris. Choosing the city's iconic green newsstands will ensure that tourists and locals alike are bound to see the advertisements, keeping Loewe's brand top of mind as passersby go about their day.

Loewe's spring/summer 2017 campaign was photographed by Steven Meisel. One image takes a floral arrangement still life approach, as Mr. Meisel found inspiration in the work of mid-century British florist and author Constance Spry for the campaign creative.



*Loewe's spring/summer 2017 campaign as seen in Paris; photo by Damien Ropero*

A second image in the campaign features model Amber Valletta who wears pieces from the upcoming collection. In the image, Ms. Valletta appears as if she is attempting to find her footing after losing ground.

Mr. Meisel's third image for Loewe shows the half-moon shaped Joyce handbag. The ad is meant to promote the handbag's immediate availability in select Loewe boutiques and its Web site, playing into consumer's desire for see-now, buy-now.



*Loewe's spring/summer 2017 campaign as seen in Paris; photo by Damien Ropero*

In addition to the placement on Paris newsstands, the three campaign images will be displayed on a scrolling billboard outside Loewe's atelier on Place Saint-Sulpice in Paris.

The billboard will be up outside the Loewe atelier through Oct. 10. Loewe's newsstand placement will run from Sept. 29 to Oct. 5.