

APPAREL AND ACCESSORIES

## Roberto Cavalli captures spring collection against boundless backdrop

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*Roberto Cavalli spring/summer 2017 campaign*

By STAFF REPORTS

Italian fashion label Roberto Cavalli's spring/summer 2017 advertising campaign is getting to the heart of the brand as the house faces a creative transition.

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The effort, shot by fashion photographer brothers Luca and Alessandro Morelli, finds models Stella Maxwell and Jordan Barrett wandering across a desert landscape in eclectic attire. With no creative director at the head of Cavalli since Peter Dundas' departure this fall, Cavalli is distilling its brand message to its purest form in the ads, allowing the clothes to speak for themselves.

Changing guard

Cavalli's ads use the blue sky and hills of sand as a backdrop. The models appear both together and separately in frames.

One shot finds them hiking up a dune wearing denim. In another, Mr. Barrett becomes one with the sand as he lounges in a tan-colored ensemble.



*Image from Roberto Cavalli's spring/summer 2017 campaign*

Adding a touch of drama, Ms. Maxwell is pictured in a flowing ombre pink gown, with the layers of her skirt picked up by a breeze.

The spring/summer 2017 collection was the last designed by Mr. Dundas before his exit. The designer's tenure with the brand ended in October after only a year and a half in the position, during which he oversaw menswear, women's wear, accessories collections and licensing. The news broke on the same day that Roberto Cavalli outlined plans for reorganization as it aims for profitability ([see story](#)).

No successor for Mr. Dundas has been named as of press time.



*Image from Roberto Cavalli's spring/summer 2017 campaign*

The comings and goings of creative directors offers opportunities at refreshing a brand's perception.

Italian fashion house Gucci moved in a fresh direction from the first advertising campaign from newly appointed creative director Alessandro Michele.

The pre-fall effort captures intimate moments between couples within an apartment, conveying the brand's "contemporary spirit." When a brand is going through a creative transition, it provides an opportunity to play with house codes and portray a slightly different image to consumers ([see story](#)).

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