

APPAREL AND ACCESSORIES

Hadid sisters strike a pose in Moschino spring campaign

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Image from Moschino's spring/summer 2017 ad campaign

By STAFF REPORTS

Italian fashion label Moschino is leveraging the celebrity of Gigi and Bella Hadid to generate attention for its spring/summer 2017 collection.

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In the brand's advertising campaign for the season, the models are captured amid a throng of photographers, creating images that reflect their real lives in a larger-than-life manner. For spring, a number of brands are reaching out to the millennial set with their casting.

Sister, sister

Moschino's ad campaign shows the models individually as they are flanked by a bevy of paparazzi. Rather than relying on a destination to set the scene, the models were shot by Steven Meisel against a white backdrop.

The understated shots allow the sisters' personalities and their paper doll-inspired ensembles to be the stars, as they strut or push a photographer away.



Image from Moschino's spring/summer 2017 campaign

The campaign was styled by Carlyne Cerf De Dudzeele with hair and makeup by Guido Palau and Pat McGrath. Moschino designer Jeremy Scott provided creative direction.

Having developed large followings on social media, both Hadid sisters have become runway and advertising regulars.

For spring, Gigi has been the face of Stuart Weitzman for multiple seasons, while Bella stars in Fendi's spring campaign, as well as serving as an ambassador for Dior Beauty.

In an attempt to woo the up-and-coming luxury shopper, some have chosen famous millennials over full-time models.

Italian fashion label Dolce & Gabbana has cast millennial-aged models for its spring/summer 2017 campaign, as the luxury apparel industry continues to jockey for the demographics' market share.

Dolce & Gabbana's colorful and realistically styled campaign for spring/summer 2017 was photographed by Franco Pagetti in Capri, Italy. Each season, Dolce & Gabbana explores familial relationships, with the spring/summer effort featuring a cast of close knit friends ([see story](#)).

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