

APPAREL AND ACCESSORIES

## Lanvin unveils new direction with first Bouchra Jarrar campaign

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*Lanvin spring/summer 2017 ad campaign*

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By STAFF REPORTS

French fashion house Lanvin is letting the designs in its spring/summer 2017 collection speak for themselves in a minimalist ad campaign.

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In the brand's ads, Stella Tennant models the first runway collection by newly installed artistic director of women's Bouchra Jarrar. A designer's first ad campaign for a house is an opportunity to communicate their vision and direction for a storied label.

Clean slate

Lanvin hired Ms. Jarrar last March, filling a role that had been left vacant for almost half a year. Former house creative director Alber Elbaz, who held the job for 14 years, was dismissed.

Ms. Jarrar's more than 20 year fashion career includes stints at Jean Paul Gaultier, Balenciaga and Christian Lacroix, and her eponymous fashion line founded in 2010 became an official member of the Chambre syndicale de la haute couture in December 2013 ([see story](#)).

"Bouchra Jarrar is a talented and visionary designer," said Michle Huiban, CEO of Lanvin, at the time of Ms. Jarrar's appointment. "She is the obvious choice for Lanvin. Her timeless style is in keeping with the style and values of our company, founded by Jeanne Lanvin more than a century ago.

"Her talent, her high standards and her mastery of cuts and fabrics will bring a breath of freshness and modernity into the house, while respecting its soul as the oldest Paris fashion house, a symbol of French elegance," she said. "Mrs. Wang, Bouchra Jarrar and I share the same modern vision of fashion, so it was only natural that our paths should cross and lead to a fruitful collaboration."



*Images from Lanvin's spring/summer 2017 ad campaign*

In the ads shot by Paolo Roversi and art directed by Ronnie Cooke Newhouse, Ms. Tennant appears against a blush backdrop. She casually stands with her hands in her pockets or with an arm crossed.

This is a departure from Mr. Elbaz's Lanvin, which featured more elaborate vignettes such as a model dance party or a dinner party with just water on the menu ([see story](#)).

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