

APPAREL AND ACCESSORIES

## Loewe takes Parisian newsstand placements during Men's Fashion Week

January 18, 2017



*Loewe fall/winter 2017*

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By STAFF REPORTS

Spanish leather goods and apparel maker Loewe is continuing its out of home advertising approach on the streets of Paris for men's fall/winter 2017.

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Through Jan. 19-25, Loewe will place its ads on Paris' green news kiosks, ensuring that passersby, regardless of demographic, are exposed to its latest menswear campaign. The out of home campaign includes three photographs, two of products and a third still life, shot by Steven Meisel.

On the newsstand

Loewe's placement will be on display during Paris' Men's Fashion Week and will appear on more than 500 green newsstands scattered through the French capital.

In one image model Max Overshiner wears a full black leather look. In the background hangs a cloud-like mobile designed by M/M (Paris) made from more than 9,000 coal-colored silk ribbons.

Loewe's second image features product. For this image, Mr. Meisel photographed Loewe's new Lantern bucket-shaped handbag in tan leather. The product, available in-store and online, is enhanced by gold silicone paint making the handbag both precious and worn.

46 avenue Montaigne, Paris

# LOEWE



Sac Lanterne en daim  
et veau pécan baigné d'or, 2017

loewe.com

*Loewe Lantern handbag, fall/winter 2017*

A third image is a floral still life, a continuation of Loewe and Mr. Meisel's ongoing photography collaboration. The image, "Flowers (November)," shows a gold vase with vibrant flowers set against a dark background.

Mr. Meisel cites inspiration from British educator and floral designer Constance Spry's work for the Loewe photography collaboration.

46 avenue Montaigne, Paris

# LOEWE



Steven Meisel  
Fleurs (Décembre)  
2016

loewe.com

*Flowers (November) by Steven Meisel, Loewe fall/winter 2017*

Loewe took a similar approach for its spring/summer 2017 women's line, choosing to display its ads during Paris Fashion Week in September.

The Spanish house, owned by LVMH, presented during Paris Fashion Week Sept. 30, and began promoting the collection ahead of its debut on Sept. 29 through out of home campaign newsstand 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](#)).

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