

APPAREL AND ACCESSORIES

La Perla explores Pop art garden for pre-fall 2017

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Kendall Jenner for La Perla, pre-fall 2017

By STAFF REPORTS

Italian apparel and accessories label La Perla has put a kaleidoscopic lens on an English garden for its pre-fall 2017 campaign.

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La Perla's pre-fall 2017 campaign features model Kendall Jenner in a Pop art garden of oversized begonias, hibiscus and tulips. La Perla creative director Julia Haart created the set design for the pre-fall 2017 campaign, drawing inspiration from the artworks of Georgia O'Keeffe and Peter Max.

Big bloom

Ms. Haart was inspired by her favorite artworks from the Pop art and Modernist movements, and has applied the aesthetic to La Perla's latest campaign.

The end result is a campaign where Ms. Jenner poses among gigantic and reimagined flowers to fuse Ms. Haart's inspirations with a "cast of psychedelic creativity."

Within the campaign imagery Ms. Jenner sports ready-to-wear, lingerie and beachwear from La Perla's pre-fall 2017 collection. La Perla's pre-fall 2017 campaign was photographed by Mert & Marcus.

Standout pieces from the pre-fall collection include a limited-edition haute couture crystal-embellished cocktail dress, the new La Perla slip dress, a one-piece swimsuit and a lingerie set with velvet and lace detailing.

In the imagery, Ms. Jenner's "certainty and self-assurance of a true heroine" shines through in the setting of her own imagination. The young model has been featured in all La Perla campaigns under Ms. Haart's direction since the designer's spring/summer 2017 campaign debut.



La Perla limited-edition crystal cocktail dress, pre-fall 2017

Appointed as La Perla's creative director in August 2016, Ms. Haart strives to liberate women from feeling it is necessary to make sacrifices for beauty. Ms. Haart's designs embrace the curves that are essential to a woman's identity by creating pieces that begin with an understanding of the female body and draw inspiration from La Perla's lingerie expertise ([see story](#)).

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