

APPAREL AND ACCESSORIES

Loewe ends wait time between 2018 collection runway, adverts

June 22, 2017



Oliver Sonne for Loewe summer 2018. Image courtesy of Loewe

By STAFF REPORTS

Spanish fashion house Loewe is giving consumers a glimpse into the brand's future by promoting summer 2018 a year in advance.

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Loewe has already created its summer 2018 advertising campaign, and used its men's June 22 Paris runway show as the platform for its debut. By releasing the campaign at the same time as the collection's presentation, Loewe is aligning the seasons in a more linear way instead of the typical approach with months in between runway and advertising.

Fashion future

As with seasons past, the Loewe campaign will be displayed on kiosks around Paris from June 22-28. The out of home strategy includes 5,000 posters placed in key Paris shopping districts such as Saint-Lazare, Opera and Le Marais.

A billboard found outside Loewe's St. Sulpice studio will feature three of the campaign images.

The campaign features 17-year-old model Oliver Sonne. Loewe summer 2018 is Mr. Sonne's first major campaign after being discovered on Danish TV as a teenage football player.



Loewe's summer 2018 campaign will appear around Paris. Image courtesy of Loewe

Loewe's campaign includes two images of Mr. Sonne, one showing the young model balancing on a geometric structure and the other a portrait.

The campaign, photographed by Steven Meisel, also includes a product shot of Loewe's Goya backpack.

Similar to Loewe's previous campaigns photographed by Mr. Meisel, summer 2018 features an image "Compositions," a new series of work by the photographer. Mr. Meisel's image shows everyday items set on a transparent table that appears to be suspended in the air due to a painted cloudscape in the background.

46 avenue Montaigne, Paris

LOEWE



Steven Meisel
Composition
2017

loewe.com

Steven Meisel's Composition for Loewe summer 2018. Image courtesy of Loewe

For the last few seasons, Loewe has kept its advertising format and strategy consistent.

Loewe is continuing its out of home advertising approach as seen on the streets of Paris for men's fall/winter 2017.

From Jan. 19-25, Loewe placed its ads on Paris' green news kiosks, ensuring that passersby, regardless of demographic, were exposed to its latest menswear campaign. The out of home campaign included three photographs, two of products and a third still life, shot by Mr. Meisel ([see story](#)).

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