

APPAREL AND ACCESSORIES

Givenchy teases Clare Waight Keller's debut in feline ads

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Givenchy's "Transformation Seduction" campaign. Image credit: Givenchy

By STAFF REPORTS

French fashion house Givenchy is hinting at newly appointed artistic director Clare Waight Keller's vision for the brand in a dedicated advertising campaign.

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Before the designer presents her first runway show at the label, Givenchy is releasing a series of black-and-white portraits that offer a glimpse at her direction for the brand. This multichannel effort, titled "Transformation Seduction," will herald Ms. Waight Keller's arrival at the house, setting the scene for her October fashion show.

Cat's out of the bag

Ms. Waight Keller is the first female design head in the brand's 65-year history.

After six years as creative director of Richemont's Chlo, Ms. Waight Keller stepped down from the position in March when her contract ended, citing a desire to spend more time with her family as a driving factor. After leaving Chlo, there had been no rumors as to what her next career move would be, making her transition to Givenchy unexpected ([see story](#)).

Givenchy's teaser campaign was inspired by Ms. Waight Keller's trip through the brand's archives. In researching the brand founder Hubert de Givenchy, the designer found common ground in their shared affection for animals, including one set of mid-century silk prints featuring a photo-realistic cat.

Updating this feline inspiration, the campaign features models posing with live cats. Shot by photographer Steven Meisel at a manor house in New York, the effort portrays the "strong," "elegant" qualities of her Givenchy woman.

The models are styled in lace T-shirts or tuxedo pants and gold jewelry, and all of the women are accessorized with a feline companion.



GIVENCHY

Givenchy's "Transformation Seduction" campaign. Image credit: Givenchy

"I love the idea of a woman with a feline air," Ms. Waight Keller said in a statement. "A person may seem slightly reserved, but they have that serene, straightforward gaze.

"They're seductive. You want to meet them, know more about them and be like them," she said. "I wanted to play with that modern attitude and expression because I feel like it's an apt metaphor for Givenchy's current evolution."

The campaign will break online, in outdoor placements and in the September issue of select magazines. This will set the scene for Ms. Waight Keller's debut Givenchy runway show on Oct. 1 during the spring/summer 2018 Paris Fashion Week.

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