

APPAREL AND ACCESSORIES

Furla incorporates architectural details for fall/winter 2017 campaign

July 21, 2017



Furla tuned to architecture for fall/winter 2017. Image courtesy of Furla

By STAFF REPORTS

Accessories maker Furla is capturing the essence of Italian lifestyle in an effort that merges art, modernity and architecture.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For fall/winter 2017, Furla drew inspiration from the Italian artist Ettore Sottsass, known for his architectural and industrial designs. The collection of campaign stills feature colorful graphic props set against black-and-white architecture to juxtapose the classical and modern.

Elegant and modern

Furla's fall/winter 2017 features model Giedre Dukauskaitė in a variety of outfits set against the Mr. Sottsass-inspired backgrounds.

The effort seeks to capture the epitome of Italian style and sophistication. Furla sought to create an advertising campaign that is timeless.

Furla's fall/winter 2017 collection also speaks to the concept as the leather goods are not "tied to a single moment, but rather [span] decades."



Furla fall/winter 2017 was inspired by the art of Ettore Sottsass. Image courtesy of Furla

Accessories in the collection feature clean lines and luxurious leathers in bold colors, graphic patterns and playful details.

Furla's campaign, photographed and directed by Fabien Baron, will start its run in the July issues of international publications.

The Italian accessories house is currently celebrating its 90th anniversary and has worked to align heritage and modern elegance to mark the occasion.

For example, Furla recounted the fashion trends of the past nine decades.

Over the last 90 years, Furla has designed leather goods that have evolved with women's tastes, whether that be the romance of Art Deco or the boldness of punk rock. Taking a look back at its history, Furla choose to create a series of nine handbags that retell past fashion trends in the form of its Metropolis silhouette ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.