

APPAREL AND ACCESSORIES

Calvin Klein reveals high-fashion collection's new direction in fall ads

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Image from Calvin Klein 205W39NYC fall 2017 campaign. Image courtesy of Calvin Klein

By STAFF REPORTS

U.S. fashion brand Calvin Klein is providing an outsider's perspective on Americana in the first Collection advertising campaign under chief creative officer Raf Simons.

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Previously known as Calvin Klein Collection, the high fashion label was rebranded to Calvin Klein 205W39NYC when the Belgian designer took over. After Mr. Simons made the move to the U.S. for the job, his first show for the brand presented during the fall/winter 2017 season was an homage to his new home, and the corresponding campaign continues this concept.

Campaign within a campaign

Mr. Simons came to the PVH Corp.-owned Calvin Klein from Dior, where he was creative director of women's wear for about three years.

The designer is in charge of all Calvin Klein labels, from its runway Calvin Klein Collection to its Calvin Klein Underwear, overseeing design as well as marketing and communications ([see story](#)). This marked a shift for the brand, as it had previously had separate menswear and women's wear creative directors ([see story](#)).

Presenting this cohesive vision for Calvin Klein on the runway, Mr. Simons' first show was co-ed.

Like many of his peers, Mr. Simons' runway show that season erred on the political, using used music to make a point, with the opening words of his show soundtrack a setting of David Bowie's "This is not America." The designer provided his take on Americana in the clothing, with looks including a dress that appeared to be fashioned out of a flag ([see story](#)).

Now this vision is coming to life in the ad campaign for the collection. Photographer Willy Vanderperre lensed the effort, which finds 22 models posing against billboards in a desert landscape.



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CALVIN KLEIN
205W39NYC

Image from Calvin Klein 205W39NYC ad campaign. Image courtesy of Calvin Klein

The imagery featured on the billboards is taken from Calvin Klein's American Classics campaign, which paired archival pieces such as denim and underwear from the brand's past with works of art.

This integrated campaign will be positioned in 22 markets around the world, with the brand aiming for 850 million impressions. In addition to placements in the September issues of fashion publications, the campaign will also run on billboards in markets such as New York, Paris, Brussels, China, Korea and Hong Kong.

Not only will this campaign bring attention to the latest collection, but it will also reinforce the pieces of Calvin Klein history seen in the American Classics campaign.

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