

APPAREL AND ACCESSORIES

Bally fall/winter 2017 hits "reset" following design team shift

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Model Taylor Hill for Bally fall/winter 2017. Image credit: Bally

By STAFF REPORTS

Swiss apparel and accessories maker Bally's new creative direction has come to fruition in the advertising campaign for fall/winter 2017.

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Former creative director Pablo Coppola announced in January that he would be stepping down from his position to pursue other career opportunities. Instead of hiring a new designer to helm Bally, the Swiss brand opted to take a "creative collective" approach by appointing three design heads to be in charge of footwear, accessories and ready-to-wear in addition to Morad Tabrizi, who was promoted to the role of vice president, merchandising and fashion coordinator.

Bold and youthful

Bally's fall/winter 2017 campaign is its first to reflect its creative team's restructuring.

The Swiss brand describes the debut of the campaign as a "reset" that makes a "bold statement" about its new direction.

For the campaign, Bally worked with New York-based photographer Brianna Capozzi and stylist and longtime brand collaborator Jonathan Kaye.

Models Taylor Hill and Antoine Duvernois, in his debut campaign, were selected to embody the ethos of Bally through their "youthful energy."

Ms. Hill and Mr. Duvernois are shown against a white background with clean lines to create a raw setting. The portrait-style imagery explores their personalities.

A video version of Bally's fall/winter 2017 effort also expresses the uniqueness of the two models.

Bally fall/winter 2017 campaign

Following Mr. Coppola's departure, Bally took a throwback approach to its advertising, with an effort reflective of an '80s music video.

The retro-trendy video starred model Irina Shayk and was shot by fashion photographer Gregory Harris for a bold take on Bally's spring/summer 2017. Bally paired the well-known supermodel with up-and-coming male models for the quirky video that was filmed in London ([see story](#)).

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