

APPAREL AND ACCESSORIES

Pringle ventures to Scottish Highlands for fall ads

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Image from Pringle's autumn/winter 2017 ad campaign. Image credit: Pringle

By STAFF REPORTS

Apparel and accessories label Pringle of Scotland is exploring its roots with a campaign set against the backdrop of the Scottish Highlands.

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For its autumn/winter 2017 advertising effort, the brand chose to work with Scottish photographer Harley Weir for the second time. The resulting campaign is an homage to the brand's more than 200-year heritage of knitwear.

Shared heritage

The campaign, art directed by Christopher Simmonds, captures models outdoors, standing in rocky streams or posing determinedly in a field.

In one image, model Lorna Foran clutches an ivory knit around her, which contrasts the vividly blue water and sky at her back. Ms. Foran also appears in a full-length colorful printed knit dress as she lounges on rocks in a brook.



Image from Pringle's autumn/winter 2017 ad campaign. Image credit: Pringle

Also modeling the head-to-toe knitwear in the collections by women's wear design director Fran Stringer and menswear design director Massimo Nicosia are Mila Brammer and Niklas B.



Image from Pringle's autumn/winter 2017 campaign. Image credit: Pringle

Pringle's last collaboration with Ms. Weir also centered on Scotland.

The brand's autumn/winter 2016 campaign was shot on location along the north coast of Inverness and starred a real family rather than a group of professional models. This campaign helped Pringle reinforce its heritage while also inspiring aspiration for the leisurely lifestyle presented ([see story](#)).

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