

APPAREL AND ACCESSORIES

## Etro's fall ads paint multicultural portraits in Berlin

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*Image from Etro's fall/winter 2017 campaign. Image credit: Etro*

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By STAFF REPORTS

Italian fashion label Etro is setting its fall/winter 2017 campaign on the border between the real and imagined.

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Photographer Juergen Teller shot the ads, which feature models posing in a Berlin square. Choosing a destination outside of its native Italy allows Etro to present its collections with a more international perspective.

**Berlin bound**

A number of Etro's campaign images find models posing in front of a fountain on ornate gilded chairs, as if they were holding court.



*Image from Etro's fall/winter 2017 campaign. Image credit: Etro*

Models Anna Ewers and Baptiste Radufe wear colorful attire in an equally vibrant environment meant to convey multiculturalism.

A campaign film uses the ambient noise of the water gushing out of the fountain to act as a transition between short clips of the models. The brand captures close-up shots of the attire and accessories as well as zooming in on the models' faces, showing details of their expressions.

*Etro's autumn/winter 2017-18 advertising campaign by Juergen Teller*

While Etro has often marketed its men's and women's collections in a joint campaign, the brand is making a switch to how these designs are presented.

Italian fashion label Etro is the latest house to bring its men's and women's wear together on the runway.

According to [Vogue](#), from the brand's spring/summer 2018 collection presented in September will be the first co-ed show for the family-run business. With this move, Etro joins a growing number of houses that are presenting a unified vision for a season regardless of gender ([see story](#)).