

APPAREL AND ACCESSORIES

## Blackglama dresses down furs in fall/winter 2017 effort

August 23, 2017



*Blackglama fall/winter 2017 positions furs as approachable. Image credit: Blackglama*

By STAFF REPORTS

Black mink label Blackglama is taking a youthful and spirited angle to promote its latest collection of furs.

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For decades, Blackglama's collections were promoted by celebrity-fronted campaigns with icons such as Cher, Audrey Hepburn and Elizabeth Taylor appearing in its efforts. In 2013, Blackglama shifted gears to highlight its furs, rather than the famous women who wear them, by using fashion models instead in its marketing communications ([see story](#)).

Taking it to the streets

The 2017 Blackglama campaign features model Daphne Groeneveld and is set on the cobblestone streets of Downtown New York.

Blackglama's campaign looks to capture how women wear fur today. Conceived by New York-based advertising and branding agency Laspata DeCaro, the effort shows Ms. Groeneveld grabbing a cup of coffee and leaning against a motorcycle.

"We wanted to take a step back from the intangible glamour that is often associated with fur and create looks that feel more approachable to the modern woman," said Dale Theisen, CEO of American Legend Cooperative, the owner of Blackglama, in a statement.

*Blackglama fall/winter 2017 campaign*

"We wanted to shake things up this season," said Charles Decaro, creative director at Laspata Decaro, in a statement. "We went with a more dressed-down, editorialized visual narrative that depicts the iconic Blackglama brand in a way that feels fresh and young."

Stills of the campaign include the brand's tagline, "What becomes a legend most."

Blackglama's ads will run in United States and internationally in digital and print outlets starting in September.

A youthful slanting campaign is likely in response to millennial and Gen Z consumers foregoing furs for ethical

reasons. On the retail front, there has also been a move to cease carrying natural furs, opting instead of faux versions ([see story](#)).

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