

HOME FURNISHINGS

Loewe sets the table with Steven Meisel photography

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LVMH-owned Loewe's campaigns have been photographed by Steven Meisel since 2014. Image credit: Loewe

By STAFF REPORTS

Spanish leather goods maker Loewe is bringing still life photography off the page for an effort surrounding the current season's advertising campaign.

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Loewe announced that it would release a limited-edition table linen collection painted with the images seen in the brand's fall/winter 2017 campaign. The advertising for fall/winter 2017 was conceived by creative director Jonathan Anderson with art direction by M/M Paris and photography by Steven Meisel.

Loewe in linen

Loewe's limited-edition table linen collection includes a tablecloth, four placemats and four napkins. Made from pure linen, each piece is printed with images from Loewe's fall/winter 2017 campaign ([see story](#)).

For the linens, Loewe selected Mr. Meisel's "Compositions," featured in the campaign. The exclusive new series of artwork by the famed photographer shows a group of objects, including those considered precious, ordinary, utilitarian and decorative.

The objects, some mass-produced and others handcrafted, are laid out on a transparent table. A cloudscape was used for the background to "effectively blur the distinction between hyper reality and illusion."



Loewe's limited-edition linen set includes 9 pieces. Image credit: Loewe

Loewe has worked with Mr. Meisel for each season's campaign dating back to 2014, when Mr. Anderson became creative director of the house.

The \$790 limited-edition table linens will be packaged in a special box and are exclusive to Loewe.com and select Loewe boutiques.

In May, Loewe took its perspective on dressing and style into the home. The brand premiered its first home furnishings collection, which spans furniture and decor with a focus on craft.

Following a debut during Milan's Salone del Mobile home fair, Loewe's "This Is Home" collection traveled to department store Liberty London for a three-week pop-up ([see story](#)).

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