

APPAREL AND ACCESSORIES

Loewe reinterprets fruit's place in art for promotional runway ads

September 27, 2017



Italian models sat for 5 portraits by Steven Meisel for Loewe spring/summer 2018. Image credit: Loewe

By STAFF REPORTS

Spanish leather goods house Loewe is putting a twist on the use of fruits in still life photography in its latest advertising effort.

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The original works photographed by Steven Meisel are intended to promote Loewe's runway presentation during Paris Fashion Week on Sept. 29. From Sept. 28 through Oct. 4, Loewe will take space on more than 500 newsstand kiosks around Paris to generate interest in its spring/summer 2018 women's collection.

Still life

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

The LVMH-owned label has also dressed Paris kiosks during fashion week for a number of seasons. While other nearby advertisements are seasons ahead, Loewe's approach ensures that the collection being presented in person and the ads seen by passersby are the same.

Loewe's campaign preview during Paris Fashion Week features Mr. Meisel's "Fruits" series. The imagery will then be incorporated into Loewe's ad buys according to the traditional fashion advertising calendar ([see story](#)).

LOEWE



Steven Meisel
Fruits
2017

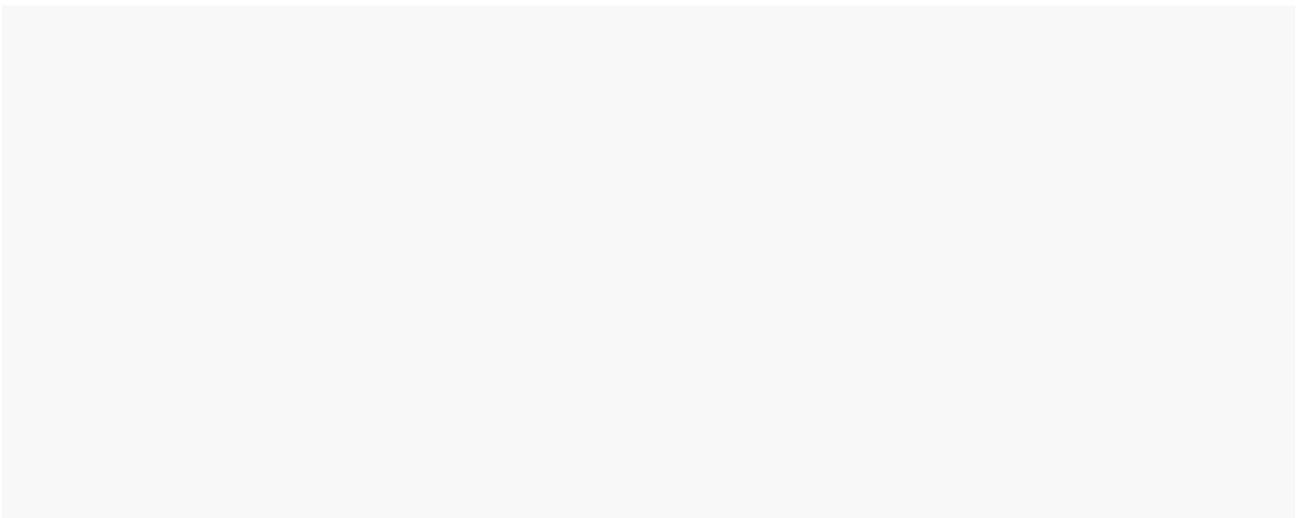
loewe.com

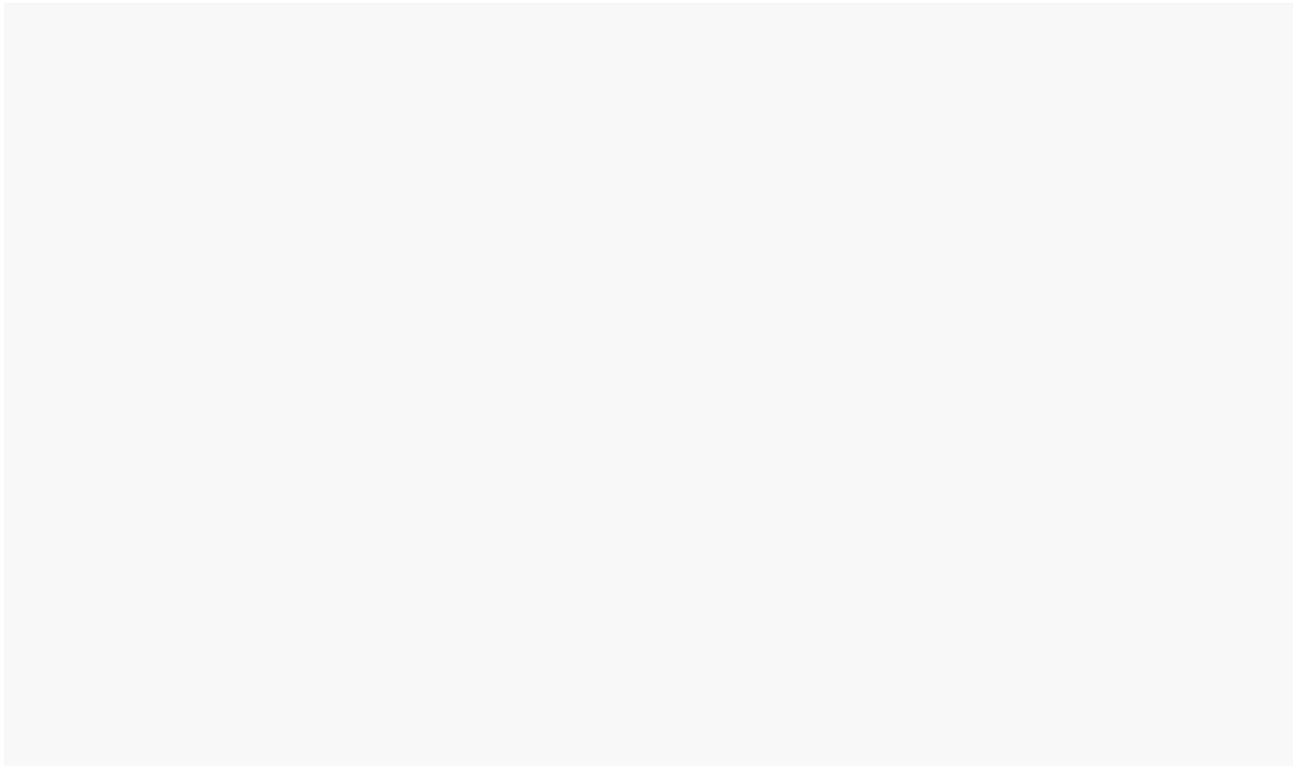
Loewe's spring/summer 2018 ad preview will run Sept. 28 to Oct. 4 in Paris only. Image credit: Loewe

Mr. Meisel's Fruits series consists of five portraits of Italian model Vittoria Ceretti. In each image, Ms. Ceretti is holding a different fruit in her mouth, such as mangosteens, pomegranates and melons, as a modern interpretation of how fruits have long been incorporated in artworks.

Ms. Ceretti was styled by Benjamin Bruno, with makeup by Pat McGrath and hair by Guido Palau. The campaign's creative direction was overseen by Mr. Anderson and M/M (Paris).

Loewe explains that the campaign is "neither symbolic nor literal," but acknowledged the images as "attention grabbing" due to notions ranging from "taste, nature and biology to disguise, artifice and desire."





#LOEWESS18 Campaign. Fruits' a new series by #StevenMeisel Featuring @vittoceretti Creative Direction @jonathan.anderson and @mmparisdotcom Styling @benjaminbruno_ Casting @ashleybrokaw Make Up @patmcgrathreal Hair @guidopalau Set design @mhs_artists @loewe See the full collaboration on loewe.com

A post shared by LOEWE (@loewe) on Sep 27, 2017 at 3:46am PDT

In addition to kiosks around Paris, Loewe's spring/summer 2018 Fruits will appear as a billboard outside Loewe's St. Sulpice atelier. The campaign will also be included in Loewe's runway presentation Sept. 29 at Maison de L'Unesco.

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