

MEDIA/PUBLISHING

## Love magazine taps powerful women in modern take on advent calendars

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Ashley Graham on Day 2 for Love Advent 2017. Image credit: Love magazine

By BRIELLE JAEKEL

British fashion label Burberry and Marc Jacobs Beauty are celebrating the holidays and female empowerment by sponsoring Love magazine's annual advent calendar.

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The classic tradition of the advent calendar has been brought to the Internet and film world with Cond Nast-owned Love magazine, which celebrates powerful beautiful women every year. Dropping one film a day, Love Magazine celebrates one woman daily who has been influential in this year's model industry.

### Love Advent

Models Ashley Graham, Winnie Harlow, Karle Kloss, Kate Upton, Kendall Jenner and sisters Bella and Gigi Hadid are just a few of the women who were big names this year and are featured in Love magazine's Love Advent 2017.

### *Love Magazine teases its Love Advent*

"Love Advent showcases women with a sensual perspective, but they do it in a cool way," says Romee Strijd of the advent calendar, who is one of the models featured.

This is the seventh year for Advent Love, with last year's videos seeing a total audience of more than 84 million views.

The videos feature models in fun ways that let them show off their personalities with a focus on fitness. Love Magazine's editor in chief, Katie Grand, picked New York gym Dogpound as the setting for the majority of footage in this year's calendar.

Directed by Phil Poynter, the videos all feature one model and one is being dropped every day from on Dec. 1, similar to an advent calendar. However, unlike an advent calendar, the videos will continue to be released until after Christmas and into the New Year to continue the celebration of womanhood.

The films feature exclusive scores, created by Nathan Gregory Wilkins and Richard X.

Seven videos have been released so far including Ashley Graham, Emily Ratajkowski, Kendall Jenner, Slick Woods

and Sara Sampaio.

Ms. Graham was featured on Day 2, showing the model in lingerie-like fitness wear in the street. Footage of the model adjusting herself provocatively is shown while a voice over her explains, "I am Ashley Graham and this is the sled pole."

She pats herself with powder and runs down the street with a large weight in tow, as musical lyrics can be heard saying, "move that body." She finishes the video by saying to the camera, "Stay strong."

#### *Kendall Jenner's appearance in Love Advent*

Love celebration

British fashion house Burberry also worked with the Cond Nast-owned Love magazine to give consumers a preview of its February 2017 collection.

Love magazine is an imagination-driven title covering fashion, art and design. Published biannually, Love magazine #17 arrived on newsstands Feb. 6 and features eight covers, a majority of which were photographed by model Kendall Jenner ([see more](#)).

Prada-owned Miu Miu has a similar strategy and has expanded the multichannel reach of its creative film series with its "Women's Tales" in a campaign that spans digital and physical realms.

"(The [End] of History Illusion)" was the fourteenth film in Miu Miu's series that puts a spotlight on various notable women. A new dedicated Instagram and a premiere at a film festival will extend the influence of the campaign ([see more](#)).

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