

APPAREL AND ACCESSORIES

Givenchy hangs with in-crowd for Clare Waight Keller debut

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Givenchy spring/summer 2018 campaign shows Clare Waight Keller's debut collection. Image credit: Givenchy

By STAFF REPORTS

French fashion house Givenchy is lingering after an all-night party to introduce artistic director Clare Waight Keller's debut collection campaign for spring/summer 2018.

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Ms. Waight Keller was announced as Givenchy's first female artistic director in March after a six-year stint at Richemont-owned fashion house Chlo. Following the departure of Riccardo Tisci, who worked for a dozen years at Givenchy, Ms. Waight Keller began as artistic director on May 2, showing her first collection for the LVMH-owned house Oct. 1 during Paris Fashion Week ([see story](#)).

Givenchy house party

In anticipation of Ms. Waight Keller's debut collections for Givenchy, the LVMH-owned brand revamped its ecommerce platform.

Givenchy worked with R/GA London to create the new online storefront. At launch, consumers were welcomed to the site with imagery from Ms. Waight Keller's first advertising campaign for the brand.

Titled "Transformation seduction," the campaign featured kittens and models in black-and-white portraits taken by photographer Steven Meisel.

Givenchy has continued this aesthetic for Ms. Waight Keller's debut collection campaign for spring/summer 2018.

Photographed in a private upstate New York mansion by Mr. Meisel, the campaign features pieces from the collection for men and women.



Image from Stella McCartney's spring/summer 2018 campaign. Image credit: Givenchy

Givenchy describes the campaign as having a "Seventies vibe" and "offhand attitude." Shot as candid portraits, the images look as if they were taken among friends or offering an "invitation to hang out with the in-crowd."

In a statement, Ms. Waight Keller said, "I wanted the models' attitude to be engaging so I asked them to just be themselves I think that they really capture the spirit of a generation that loves fashion, but most of all they love making it their own."

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