

APPAREL AND ACCESSORIES

Loewe fall/winter 2018 effort urges passersby to read all about it

January 17, 2018



British actor Josh O'Connor appears in Loewe's fall/winter 2018 campaign. Image credit: Loewe

By STAFF REPORTS

Spanish leather goods brand Loewe is previewing its men's fall/winter 2018 by plastering advertising posters throughout Paris.

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Each season Loewe takes an out-of-home approach to share its latest collection by either leveraging Paris' iconic green newsstand kiosks or, in this case, 5,000 posters strategically placed around the city. Although not all the passersby who see Loewe's fall/winter 2018 campaign for menswear will be current or potential consumers, the LVMH-owned house will still benefit from the exposure.

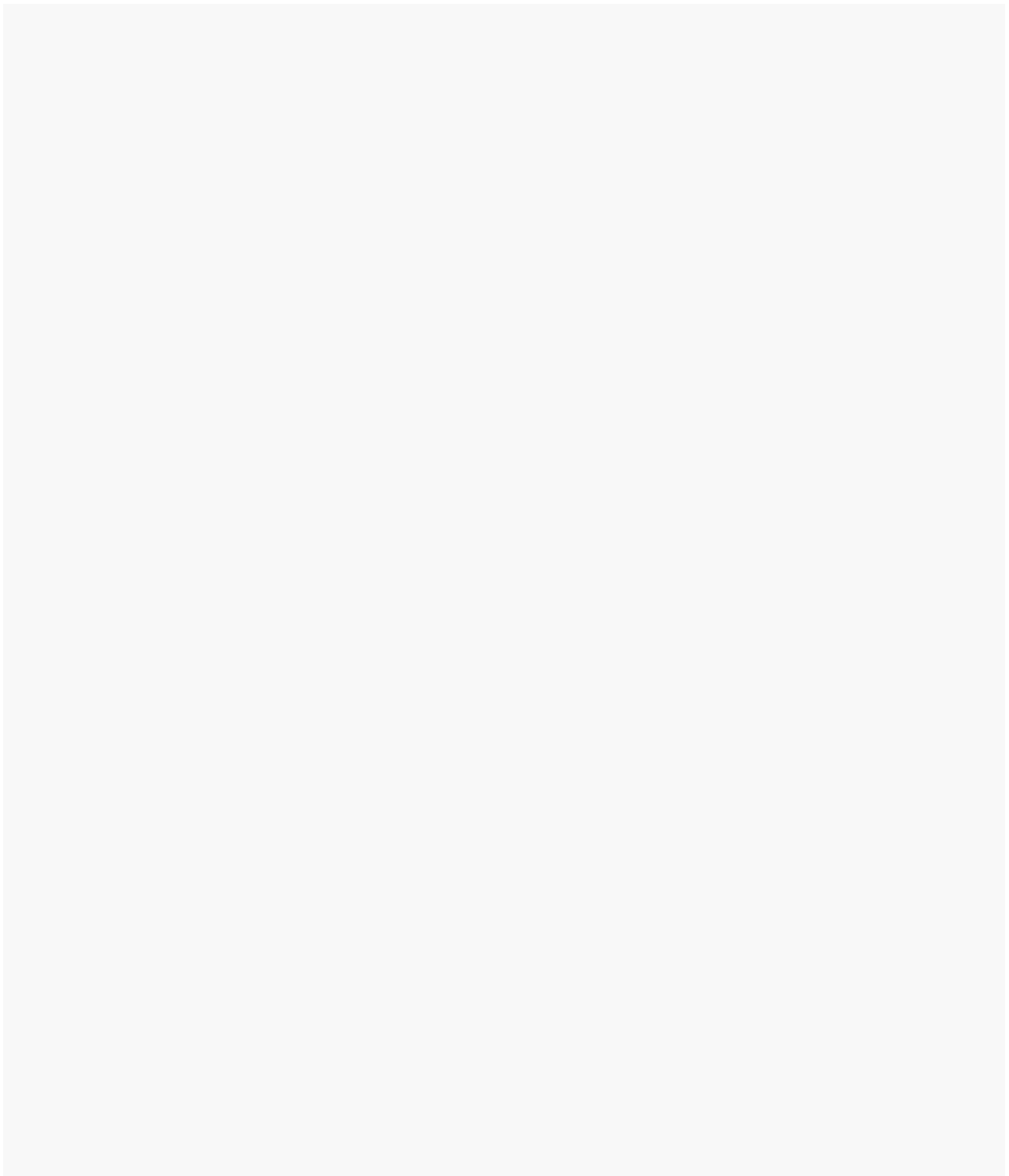
Read all about it

Coinciding with Men's Fashion Week in Paris, Loewe will place 5,000 posters around the city from Jan. 17. Each poster includes an image from Loewe's fall/winter 2018 menswear campaign.

Loewe has also placed a billboard of the campaign outside its boutique and showroom on rue Bonaparte in Paris' Left Bank.

For fall/winter 2018, Loewe tapped British actor Josh O'Connor to be the campaign's face. Mr. O'Connor stars in *God's Own Country*, for which the young actor won the Best Actor trophy at the British Independent Film Awards last month.

Loewe's campaign was photographed by Steven Meisel, who has been a frequent collaborator for a number of seasonal marketing efforts and special projects ([see story](#)). The campaign was created by Loewe's creative director Jonathan Anderson and M/M Paris.



Classics' @Joshographee taking time to read. Read more about the campaign on loewe.com Photography #StevenMeisel Creative Direction @jonathan.anderson and @mmparisdotcom Styling @benjaminbruno_ Make up @patmcgrathreal Hair @guidopalau Casting @ashleybrokaw #DigitalDetox #LOEWEclassics #LOEWEFW18

A post shared by LOEWE (@loewe) on Jan 16, 2018 at 11:08pm PST

In the poster image, Mr. O'Connor is shown reading the novel *Madame Bovary* by Gustave Flaubert.

The novel is shown in a Loewe hardcover with a special sleeve featuring photography from Mr. Meisel's archives. The images originally appeared as an editorial in a 2006 issue of *Vogue* magazine.

Mr. Meisel's archival *Vogue* imagery shows Amber Valetta, who plays the incarnation of *Madame Bovary's* namesake 19th century anti-heroine.

In the coming months, Loewe plans to publish a series of literary classics. Each tome in the literary series will

repurpose photography by Mr. Meisel to illustrate its narrative.

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