

APPAREL AND ACCESSORIES

## Missoni decamps to the desert for colorful spring campaign

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*Missoni's campaign blends artwork and apparel. Image credit: Missoni*

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By STAFF REPORTS

Italian fashion label Missoni is taking an energetic approach for its latest advertising effort, turning New Mexico's White Sands National Monument into an art-infused playground.

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Starring It girl Kendall Jenner, the campaign uses the barren landscape of the desert as a contrasting backdrop for its multi-hued designs. A social influencer with more than 86 million followers on Instagram, Ms. Jenner frequently gets cast by luxury brands as they aim to grow their audiences among a younger set.

Destination desert

In Missoni's ads, Ms. Jenner appears alongside model Filip Rosen. The pair frolic in the desert, drawing in the sand or dancing.



*Missoni's spring/summer 2018 campaign. Image credit: Missoni*

Shot by millennial photographer Harley Weir, the campaign also features patchwork art by Rachel Hayes.

The models interact with these pieces, holding them in the breeze or dragging them behind them. In other instances, the patchworks serve as a colorful tent or carpet.

*Missoni spring/summer 2018 ad campaign*

Missoni also worked with Ms. Weir and another It girl for its fall ads.

The label extended its message of female empowerment through its autumn/winter 2017 campaign.

During the runway show for the collection, creative director Angela Missoni made a speech about women's rights, calling upon the fashion community to stand in solidarity against issues such as domestic violence. To bring this idea to life in its marketing, Missoni tapped It model Gigi Hadid and Ms. Weir to create a portrait of strength ([see story](#)).

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