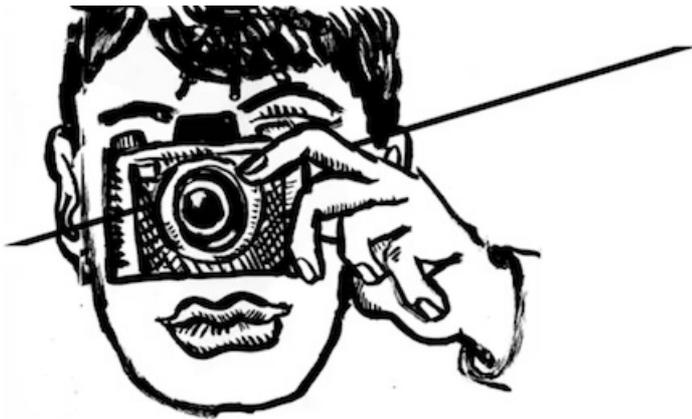


APPAREL AND ACCESSORIES

J.W. Anderson scouts future creative talent in open-call campaign

February 7, 2018



J.W. Anderson's spring/summer 2018 campaign features no apparel from the collection. Image credit: J.W. Anderson

By STAFF REPORTS

Apparel and accessories label J.W. Anderson is calling for photographers and image-makers to stand up in a campaign that lacks any fashion imagery for spring/summer 2018.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

J.W. Anderson's "Your picture/Our future" campaign for spring/summer 2018 is an open call to creative minds to submit their work to the designer to be considered for an upcoming advertising effort. Namesake designer Jonathan Anderson, who is also the creative director of Spanish house Loewe, is an advocate of arts and crafts, often using Loewe's platform to support artists and curate talent ([see story](#)).

"It was and still is about an original and sharp vision for J.W. Anderson; by asking for submissions in this way, it really feels like the right way to find new imagery," Mr. Anderson said in a statement.

"We have taken a chance on image-makers in the past, and we decided to do it in an even bigger way now," he said.

Calling all creatives

The J.W. Anderson Your picture/Our future campaign is more creative prompt than advertising campaign. The text-heavy unit shows a hand-drawn person behind a camera lens, while also balancing a camera on top of their head.

Text overlay includes the campaign name and the J.W. Anderson logo.

Smaller font includes phrases such as "No time wasters," "Images of the here and now" and "Do you have image fatigue?" The most poignant reads, "It is not as easy as it looks."

Red font at the ad's top says "send us 6 original images you have taken" while lower down, a phrase redirects applicants to the J.W. Anderson [Web site](#) for details.

Applicants must be between the ages of 18 to 30 and the submitted photos, of any subject matter, must be unpublished.

Mr. Anderson along with creative consultant Benjamin Bruno and agency M/M (Paris) are hoping to scout a new generation of image-makers through the J.W. Anderson spring/summer 2018 campaign.

Send us 6 original images you have taken

Do you have image fatigue?

Do you have a sharp vision?

Do you want to be part of a new, new wave?

It is not as easy as it looks.

You have to know you have something to say.

That something has to apply to our world.

No time wasters.

Images of the here and now.

Wherever you are.

People, landscapes, objects, everything.

Unpublished.

A jury lead by Jonathan Anderson will review submissions.

...and you might shoot our next campaign.

An exhibition will take place in London.

Details and application at j-w-anderson.com

JWANDERSON

J.W. Anderson Your picture/Our future advertisement for spring/summer 2018. Image credit: J.W. Anderson

From the submissions received, Mr. Anderson will hand-select a short list of future talents who will be showcased at a London exhibition in May. Led by Mr. Anderson, a jury of fashion industry figures will then select the finalist.

The winner will receive a contract worth 5,000 pounds, or \$6,975 at current exchange rates, plus expenses to shoot J.W. Anderson's fall/winter 2018 campaign

J.W. Anderson's Your picture/Our future winner will see their campaign launch online and on walls, using an out of home fly posting strategy to attract new audiences to the fashion house. The Your picture/Our future finalist's work will also appear as in select publications.

"I felt as if we were given a chance," Mr. Anderson said in a statement. "We were all young, new and coming through together, particularly when we launched our campaigns; it felt right to give somebody else that opportunity.

"Fundamentally, it is about talent given a chance to talent – this is something I really believe in," he said.

In 2013, luxury goods conglomerate LVMH became a minority shareholder in J.W. Anderson. When the minority stake was taken, LVMH also appointed Mr. Anderson to the creative helm of Loewe.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.