

APPAREL AND ACCESSORIES

Kenzo casts "queen of denim" Britney Spears in ad campaign

March 21, 2018



Britney Spears is the latest face of Kenzo. Image courtesy of Kenzo

By STAFF REPORTS

French fashion label Kenzo is marketing an archive-driven collection with an advertising effort that brings together icons of design, photography and pop culture.

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

Kenzo's creative directors Carol Lim and Humberto Leon tapped photographer Peter Lindbergh and pop star Britney Spears to collaborate on the campaign for La Collection Memento N 2, which updates codes from brand founder Kenzo Takada. Despite her celebrity, this marks the first time the popstar has fronted a high-fashion campaign.

Pop star promotion

La Collection Memento N 2 is centered on denim, taking inspiration from the 1986 runway show that debuted Kenzo Jeans.

Ms. Lim and Mr. Leon picked Ms. Spears to front the campaign for the collection due to her association with denim. In 2001, the singer and her then boyfriend Justin Timberlake famously attended the American Music Awards wearing matching head-to-toe denim ensembles.

Along with being a denim devotee, Ms. Spears is also an icon of pop music. Icons of the brand feature prominently within the nostalgic collection, including the tiger motif.

Similarly, Mr. Lindbergh is also an icon, having shot the iconic British Vogue cover that helped propel the popularity of supermodels Linda Evangelista, Naomi Campbell, Cindy Crawford, Tatjana Patitz and Christy Turlington.

For Kenzo, Mr. Lindbergh shot Ms. Spears in Los Angeles, drawing off the recording artist's American roots.



Britney Spears for Kenzo. Image courtesy of Kenzo

Collaborations across industries can be a scary prospect for brands, but the potential gains from a partnership that is truly fresh and out-of-the-box are worth the risk.

This was the message that came across in a panel discussion between the creative directors of LVMH-owned fashion brand Kenzo, Ms. Lim and Mr. Leon, and musician and author Questlove about collaborations and the creative process. Speaking at Fast Company's Innovation Festival Oct. 25, the three creatives stressed that new partnerships come with the fear of failure but that staying scared means staying fresh ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.