

APPAREL AND ACCESSORIES

Agnona debuts fall/winter campaign with Edie Campbell

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Agnona's fall/winter campaign starred Edie Campbell. Image credit: Agnona

By STAFF REPORTS

Zegna Group's Agnona is debuting its fall/winter 2018 collection campaign with British model Edie Campbell.

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The Italian fashion label's new campaign is set in London's Holland Park on a chilly autumn day as Ms. Campbell models some of the brand's fall looks. The effort is straightforward in execution, but the inclusion of Ms. Campbell elevates the whole affair.

"Edie Campbell: activist, model, influencer - one of the most beautiful women of our age," said Simon Holloway, creative director of Agnona, in a statement. "Her stunning looks belie a charming intelligence and wicked sense of humor. Portraying Agnona in an effortless and intriguing way."

Autumn wind

As summer is just beginning, the fashion industry is already looking ahead to the next season.

Agnona's latest campaign is in support of the upcoming fall/winter 2018 collection. In the advertisements, Ms. Campbell takes a leisurely stroll through Holland Park as she contemplates "life, love and art," according to a statement from the brand.

The campaign was shot by photographer and art director Ezra Petronio and styled by Mr. Holloway, who sought to capture Ms. Campbell as both an activist and an influencer.



Edie Campbell for Agnona. Image credit: Agnona

Agnona's campaign highlights some of the signature pieces from the new collection including cashmere coats and warm flannels.

But the brand is not the only fashion house to begin previewing its fall/winter line. Spanish leather goods brand Loewe is previewing its men's fall/winter 2018 by plastering advertising posters throughout Paris.

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 ([see story](#)).

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