

APPAREL AND ACCESSORIES

## Roberto Cavalli heads to Florida for fall campaign

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*Roberto Cavalli's fall/winter 2018 ad campaign. Image credit: Roberto Cavalli*

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By STAFF REPORTS

Italian fashion label Roberto Cavalli is bringing its fall/winter 2018 collection into nature with an advertising campaign set in the outdoors.

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The brand's effort was shot by photographer Mario Sorrenti in the Alderman's Ford Nature Park in Central Florida and captures models becoming one with the landscape. Concurrent with the campaign launch, Roberto Cavalli is debuting a new Web site design that translates creative director Paul Surridge's vision to digital ([see story](#)).

Fashion meets flora

Art directed by Giovanni Bianco, Roberto Cavalli's campaign features models Felice Noordhorf and Felix Prabitz posing amid lush vegetation in formalwear or leather ensembles.

The brand is using the campaign to help engage its audience around its redesigned Web site, created in collaboration with Farfetch Black & White and designed by Gianni Tozzi. Intended to provide both an in-depth look at the brand and a luxury shopping experience, the site is powered by custom technology that uses Farfetch's API.

Roberto Cavalli's platform includes wide images and bold fonts, with the campaign photography taking up the entire window on the homepage. Consumers can explore the brand through shoppable content.



*Roberto Cavalli's updated Web site. Image courtesy of Roberto Cavalli*

The site ships to 150 countries. With this new launch, Roberto Cavalli is also expanding the categories shoppable via its online store, adding home furnishings and children's wear to the existing ready-to-wear, accessories and fragrances.

Roberto Cavalli recently entered the Saudi real estate market through a partnership with developer Dar Al Arkan.

Situated in the mixed-use Shams Ar Riyadh development, the upscale residential villas will boast interiors by Roberto Cavalli. While Roberto Cavalli has an existing home furnishings collection, this project will allow the brand to further its lifestyle approach ([see story](#)).

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