

APPAREL AND ACCESSORIES

## Loewe gets emotional in fall campaign

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*Loewe's fall/winter 2019 campaign. Image courtesy of Loewe*

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By STAFF REPORTS

Spanish apparel and accessories house Loewe is putting a lens on human expressions in an advertising effort inspired by the digital language of emoticons.

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In images from the brand's fall/winter 2019 campaign, model Julia Nobis holds a magnifying glass up to her face as she portrays lust and anger. An out-of-home advertising push in Paris is timed to coincide with the brand's runway show for the featured collection.

See-now, advertise-now

Loewe is reviving its strategy of debuting its advertising campaign alongside its runway show during Paris Fashion Week, rather than waiting to market its collection when it is hitting stores. The campaign is featured in out-of-home posters in Paris.

The campaign by Steven Meisel shows Ms. Nobis in yellow-hued makeup making a winking face or furrowing her eyebrows in anger.

Loewe's effort also features a shot of model Mona Tougaard in a candy store. Giving the photo a vintage feel, her outfit is punctuated with a hat inspired by midcentury milliner Coret and a handbag that references the 1950s style Straeter Lite-On.

46 avenue Montaigne, Paris

# LOEWE



Automne Hiver 2019 2020

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*Loewe's fall/winter 2019 campaign. Image courtesy of Loewe*

Loewe also spotlights its new Lazo Bucket bag in the campaign. A still life depicts the calfskin handbag against a white backdrop.

The LVMH-owned brand previously previewed its men's fall/winter 2018 collection 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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