

RETAIL

Americana Manhasset crosses pond to spotlight fall fashions

August 21, 2019



Americana Manhasset's fall campaign takes place in England. Image courtesy of Americana Manhasset

By STAFF REPORTS

Long Island-based shopping center Americana Manhasset is journeying across the Atlantic Ocean in a campaign set in southern England.

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

Dubbed "New Horizons," the campaign produced by Laspata DeCaro features models posing by country farmhouses or rolling hills, capturing an idyllic and rural yet luxe picture of the country. With the mall's focus on selling multiple brands, the campaign looked to what was happening in design for inspiration.

"We took our cue from the overarching tone of the collections this season," said Charles DeCaro, creative director at Laspata DeCaro, in a statement. "A return to nature and a sense of classic ease is pervasive, with each designer interpreting that sensibility in their own unique and modern way.

"As always, while we had a clear editorial voice and a strong vision for this campaign, the fashion and the designers' messages remain the focus," he said. "We shoot an appropriate image for each brand, from Chanel, Gucci and Celine, to Rag & Bone, Theory and Zimmermann, with each photograph also working as part of the whole."

Transatlantic tour

New Horizons stars models Sara Grace Wallerstedt and Roberto Sipos, who wear fashion from brands including Dior, Gucci, Hermès and Ralph Lauren. A video features the models walking alongside a cliff overlooking the English Channel or strolling through country houses and fields.

Introducing the look book, Americana Manhasset chose a quote from the late Maya Angelou, which reads, "The horizon leans forward, offering you space to place new steps of change."

The campaign will be featured in Americana Manhasset's fall magalog, which is sent to 115,000 households.

In addition to direct mail, the mall is running ads on a regional and national level, including placements in print titles such as *The New York Times*, *T* magazine and *The World Journal*, as well as digital and social media.

Americana Manhasset's fall 2019 campaign

Aside from paid media, Americana Manhasset will be featuring the campaign on its own digital channels, running the effort across its Web site and social media accounts.

Other Americana Manhasset campaigns have also sought to send consumers on a journey through images.

Americana Manhasset took consumers on a European excursion, setting its fall 2015 picture book and accompanying advertising campaign in Budapest, Hungary.

"Welcome to Budapest" referenced the quirky styling of filmmaker Wes Anderson's work, capturing a pair of models traipsing around the city who channel characters from his movies. Bringing a level of entertainment to this multichannel effort helped Americana Manhasset weave a constant narrative while displaying the varied merchandise of the brands featured, from Burberry to Bottega Veneta ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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