

APPAREL AND ACCESSORIES

Givenchy shares surreal passages in fall/winter effort

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Adut Akech and Henry Kitcher appear in Winter of Eden. Image credit: Givenchy

By STAFF REPORTS

French couture house Givenchy is exploring the wearability and multi-faceted nature of high-end fashion in a new fall campaign.

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In the "Winter of Eden" vignette directed by Craig McDean, models Adut Akech and Henry Kitcher walk through a series of transformative doorways. Each room reveals a new side to the couple, reminiscent of the mystery usually present in Givenchy campaigns.

Mystery rooms

Shared in horizontal and vertical formats for YouTube and Instagram respectively, the film is centered on Givenchy's tailored fall/winter collection and its Eden handbag.

The spot begins with Mr. Kitcher stepping into a mid-century modern living room wearing a loose blouse and slim fitting pants. He picks up a pair of eyeglasses before opening the door to the next room.

As Mr. Kitcher opens the door to a room filled with balloons, his outfit changes into a sleek trench coat. The next room features a jungle-like landscape and Mr. Kitcher instead wears a twill jacket and Eden handbag.

Each room reveals a new setting and outfit

Mr. Kitcher opens another door to the backstage of a photo shoot. He now wears a Givenchy suit and strolls in front of the camera to pose for portraits.

As the electronic beat intensifies, Ms. Akech appears at the photo shoot. Mr. Kitcher places the eyeglasses on her face, and the couple take portraits together and alone.

Once they are done with photographs, Ms. Akech places the glasses in Mr. Kitcher's front pocket. She begins her own walk through the mysterious rooms, with her outfits also transforming as she steps through each doorway.

In a nod to the mythical Eden for which Givenchy's handbag is named, Ms. Akech picks a red apple from the wooded room. Once she enters the final room, she takes a bite of the apple and tosses it to Mr. Kitcher, who is

waiting for her on the sofa.

The black-and-white aesthetic of Winter of Eden is stylistically similar to many recent Givenchy efforts, including the label's "Arivenchy" campaign also shot by Mr. McDean.

This summer, Givenchy tapped pop-culture personality Ariana Grande for its fall/winter 2019 advertising campaign.

Ms. Grande is a Grammy Award-winning American singer and songwriter who Givenchy describes as "a modern muse and the voice of a generation." Portraying the sense of mystery that Givenchy says the singer brings to the table, the campaign was teased with enigmatic photos and videos ([see story](#)).

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