

APPAREL AND ACCESSORIES

Loewe taps athlete, activist Megan Rapinoe for fall campaign

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Loewe's campaign is a trio of images. Image courtesy of Loewe

By STAFF REPORTS

Spanish fashion house Loewe is urging consumers to speak up in an advertising campaign featuring an outspoken soccer star.

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Loewe's fall/winter 2020 campaign stars Megan Rapinoe, the captain of the U.S. women's soccer team that won the FIFA World Cup in 2019. While a sports star, Ms. Rapinoe was partly cast due to her activism.

Football face

In recent seasons, Loewe has been revealing its campaigns in line with the corresponding runway show. This time around, the brand's fall/winter 2020 effort is being launched throughout Paris during the fall menswear fashion week.

Creative director Jonathan Anderson again worked with creative studio M/M (Paris) and Steven Meisel.

In one of the campaign photos, Ms. Rapinoe appears in a close-up shot as she playfully sticks her tongue through her teeth. This is the same face the athlete would make after a winning game.

In a series of coordinating short films, Ms. Rapinoe tells viewers to "use your voice." The captain has been a vocal proponent for gender equality in pay, taking on the disparity between compensation for men's and women's soccer.

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We preview the second installment of 'For Real', a series of short films from our FW20 advertising campaign featuring Megan Rapinoe, the American professional soccer player and captain of the winning US team during 2019 FIFA Women's World Cup. Featuring @MRapinoe Creative direction @Jonathan.Anderson and @MMParisdotcom Director @BennNorthoverDiary Photography #StevenMeisel Styling @BenjaminBruno_Casting @AshleyBrokaw Set design @MHS_Artists Make-up @PatMcGrathReal Hair @GuidoPalau Music @BlackJackalMusic #LOEWE #LOEWEFW20

A post shared by LOEWE (@loewe) on Jan 15, 2020 at 10:38am PST

Instagram post from Loewe

The headshot of Ms. Rapinoe is part of a trilogy of shots. Another image shows a trio of male models with curly hair, who at first glance appear to be the same individual.

Rounding out the trio of images is a still life of a Loewe Puzzle bag.

As luxury consumers and the business itself continue to change, these rapid developments pose a challenge to brands with decades of storied history.

Loewe creative director Jonathan Anderson discussed the evolution of luxury in a conversation with the *Financial Times'* fashion editor Jo Ellison at the FT Business of Luxury Summit on May 20. After being named creative director of Loewe in 2013, Mr. Anderson was tasked with protecting the Spanish house's heritage while modernizing its image (see story).

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