

APPAREL AND ACCESSORIES

France's Givenchy pairs Charlotte Rampling with Marc Jacobs for spring summer 2020 ad campaign

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Givenchy pairs icons Charlotte Rampling and Marc Jacobs in its spring summer 2020. Image credit: Givenchy

By STAFF REPORTS

French fashion label Givenchy has turned to model and actor Charlotte Rampling and designer Marc Jacobs for its spring summer 2020 advertising campaign, continuing its signature couple theme.

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Lasting two minutes and six seconds, the video shows Ms. Rampling imparting acting lessons to Mr. Jacobs, who was admonished for showing up late.

"Individualism and iconoclasm embrace the liberated, self-assured allure that is so emblematic of Givenchy ready-to-wear and accessories," said Givenchy on its site.

There is an air of playful and irreverence in the video, as Mr. Jacobs goes through various emotions under Ms. Rampling's directions.

Paired for the first time, both icons are dressed to evoke Paris and New York in the 1990s. **Different apparel and footwear** are sprinkled through the black-and-white film.

Craig McDean directed the campaign under guidance from Givenchy artistic director Claire Waight Keller.

The Givenchy spring summer 2020 campaign starring model and actor Charlotte Rampling and designer Marc Jacobs