

APPAREL AND ACCESSORIES

## Loewe goes to India for vibrant Paula's Ibiza campaign

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Loewe set its newest Paula's Ibiza campaign in India. Image credit: Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label Loewe is embracing vibrance and playfulness for its Paula's Ibiza 2020 campaign, which was filmed in New Delhi.

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Loewe and its creative director Jonathan Anderson have longtime connections to Ibiza, but this summer's collection also finds inspiration beyond the Spanish island. There is also a charitable component to the collection in light of the coronavirus crisis.

"Paula's Ibiza embodies the spirit of letting go," Mr. Anderson said in a statement. "In this collection the sense of escapism and joy becomes total. As a positive and energizing message, I believe it is very apt for this moment."

Ibiza and India

Since 2017, Loewe has collaborated with cult-favorite Paula's Ibiza, a boutique and cultural phenomenon of the 1980s and 90s, for summertime collections. Paula's Ibiza represented quintessential Ibizan lifestyle through a mix of fun, glamour and art that was interpreted through nature-inspired prints applied to bohemian style apparel ([see story](#)).

Furthermore, Mr. Anderson has spent summer in Ibiza since his childhood. In a short film shared last year, he guided journalist Derek Blasberg through a tour of the Spanish island, discussing how Ibiza has shaped his life and career in fashion ([see story](#)).



*The 2020 Paula's Ibiza collection is youthful and colorful. Image credit: Loewe*

This year's collection features colorful cotton garments and accessories tie-dyed in neon shades as well as archival prints from Paula's Ibiza. Artisanal woven bags and baskets are contrasted with more whimsical bags shaped like various animals, including dolphins and elephants.

The campaign was shot by Gray Sorrenti in New Delhi, including a short film set to the 1982 song "Aaj Shanibar" by Rupa. The track is especially fitting since it fuses Bollywood and Balearic musical genres.

In the short film, young people are seen dancing hip-hop and riding scooters through the narrow streets of New Delhi. Rich colors and skyline shots are abundant.

Through August, Loewe will donate 40 euros to education projects for every product of the Paula's Ibiza collection sold in stores and its ecommerce site. The label has already donated 500,000 euros ([see story](#)).

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