

APPAREL AND ACCESSORIES

Loewe returns to Maison de l'UNESCO for fall/winter effort

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Japanese artist Fumiko Imano photographed Chiara Mastroianni at the Maison de l'UNESCO. Image courtesy of Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label Loewe has reunited with Japanese artist Fumiko Imano for its fall/winter 2020 campaign.

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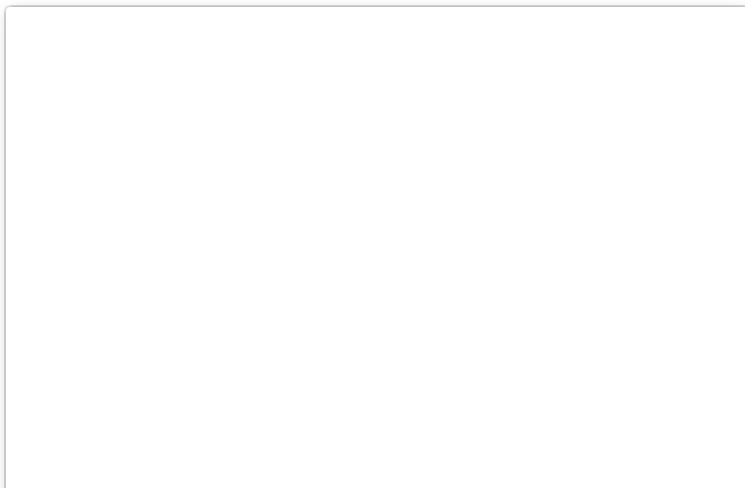
The editorial, starring French actor Chiara Mastroianni, is Ms. Imano's sixth effort for the luxury house. Creative director Jonathon Anderson designed Loewe's fall/winter collection, which includes wool military coats, feminine pumps and elegant blouses.

Loewe publications

Ms. Imano's technique involves cutting and pasting prints to create the illusion of an imagery twin.

For this campaign, the twins and Ms. Mastroianni are photographed with a classic convertible, echoing the vintage feel of the collection. The women wear the collection's elegant dresses and outerwear, while posing with Loewe's iconic Balloon handbags.

Ms. Mastroianni is also photographed in what appears to be a library.



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The LOEWE FW20 Women's publication featuring Chiara Mastroianni photographed by Japanese artist Fumiko Imano at the Maison de l'UNESCO in Paris. Dressed in a selection of key looks from the LOEWE FW20 collection accessorised with the Flamenco clutch, designed by Jonathan Anderson. See more on loewe.com Featuring #ChiaraMastroianni Photography @FumikoImano Creative direction @Jonathan.Anderson and @MMparisdotcom Styling @BenjaminBruno_ Casting @AshleyBrokaw Make-up @PatMcGrathReal Hair Simone Mason Production @HolmesProduction #LOEWE #LOEWEFW20

A post shared by LOEWE (@loewe) on Sep 1, 2020 at 4:45am...

Chiara Mastroianni for Loewe fall/winter 2020

The fall/winter campaign was photographed at Maison de l'UNESCO in Paris, as was Ms. Imano's spring campaign with model Kaia Gerber. That effort was shot at the property's Peace Garden ([see story](#)).

Both features were art directed and designed by M/M (Paris). Benjamin Bruno was responsible for the styling.

Loewe's Publication No. 32 will also be sold as a clothbound volume with a limited-edition print run of 1,200 hand-numbered copies.

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