

APPAREL AND ACCESSORIES

French-American designer Joseph Altuzarra debuts most personal campaign yet for fall collection

September 10, 2020



Joseph Altuzarra's fall campaign featuring grandmother Jeannette Wei. Image courtesy of Altuzarra

By LUXURY DAILY NEWS SERVICE

U.S. fashion label has launched a new campaign for its fall collection that is a personal tribute to the founder's family.

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The campaign showcases four generations of women in designer Joseph Altuzarra's life: grandmother Jeannette Wei, mother Karen Altuzarra, cousin Lily Scout Kwong and daughter Emma Altuzarra-Weissman. The [Altuzarra](#) campaign is called "A Family Story."

"Fall is my most personal collection yet," New York-based Mr. Altuzarra said in a statement.

"Inspired by my maternal grandparents and their journey from Shanghai to America in the 1940s, it meditates on the meaning of family and the importance of heirlooms in the narrative we build over time," he said.

"To honor those that have come before me, and the next generation, I wanted to share fall through my own lens, photographing the most important women in my life as seen in the newest collection.

"The series captures not just the enduring vitality of my family, but also the east-meets-west texture of the season. And, like each piece I design, each image can be saved for posterity."



The Altuzara fall campaign featuring founder Joseph Altuzara's mother Karen Altuzara. Image courtesy of Altuzara



Joseph Altuzara's fall campaign for his self-named brand featuring cousin Lily Scout Kwong. Image courtesy of Altuzara



Designer Joseph Altuzara in Altuzara's fall campaign featuring his daughter daughter Emma Altuzara-Weissman. Image courtesy of Altuzara

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