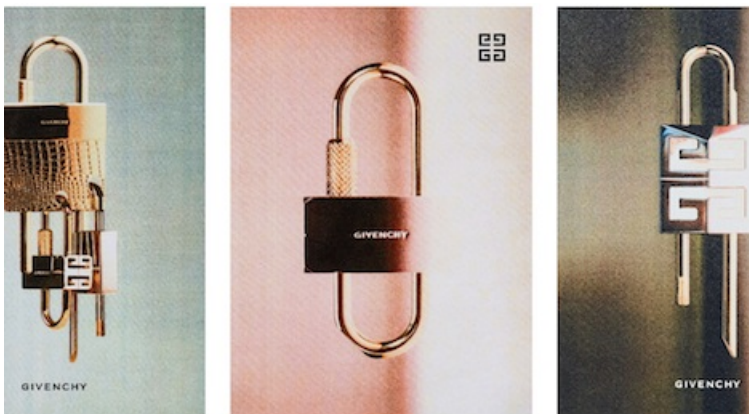


APPAREL AND ACCESSORIES

Givenchy, ready to be edgy, breaks first campaign under new creative director Matthew M. Williams

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Matthew M. Williams took inspiration from the "love locks" on Paris bridges to design his first accessories collection for Givenchy. Image courtesy of Givenchy

By LUXURY DAILY NEWS SERVICE

Givenchy has launched its first advertising campaign after Matthew M. Williams took over as the French fashion house's new creative director.

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Via a series of images shot by photographer and long-time collaborator Nick Knight, the designer gives a peak of his aesthetic for Givenchy, showing the key hardware symbols that he will highlight in collections for both women and men.

Making the link

For digital platforms, Mr. Williams oversaw a video, also shot by Mr. Knight that features custom vocals by another of his close friends, the rapper and songwriter Playboi Carti.

Behind the scenes, the work-in-progress currently underway at Givenchy takes shape as images of the new House symbols cascade from a high-res printer and Carti riffs on right versus wrong pronunciations of Givenchy's name.

In a daring choice for a debut campaign, Mr. Williams highlights Givenchy's new symbols in still-lives accentuated by scaled-down "Givenchy" and "4G" signatures an assertion of discretion, worldliness and refinement, per the brand.

Since his appointment in June as creative chief of the LVMH-owned brand, Mr. Williams has been working to develop a fresh, modern persona for Givenchy.

Indeed, Mr. Williams took inspiration from his life in Paris, embracing places and emblems in his designs. A photo he took of the celebrated "love locks" on the bridges of Paris was the starting point for his take on Givenchy signatures.

The designs are contemporary in look.

Metallic symbols float against gradated pastel grounds, creating a distinctive, street-edged tone. Mr. Williams infuses classic chains with his personal vision. Flat and angular links are stylized into a "G" shape, which is a subtle yet recognizable visual code denoting unity and interconnectedness, the company said.

Sophisticated unisex accessories express a link between the Givenchy universe and the designer's flair with hardware.

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