

APPAREL AND ACCESSORIES

Loewe advances wearable art in fall/winter 2022 campaign

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New campaign imagery accentuates the tactile nature of the wearable accessories Mr. Anderson has implemented. Image credit: Loewe

By AMIRAH KEATON

Spanish fashion label Loewe is scaling up figuratively and in a literal sense, with the release of a larger-than-life campaign that is sure to stun.

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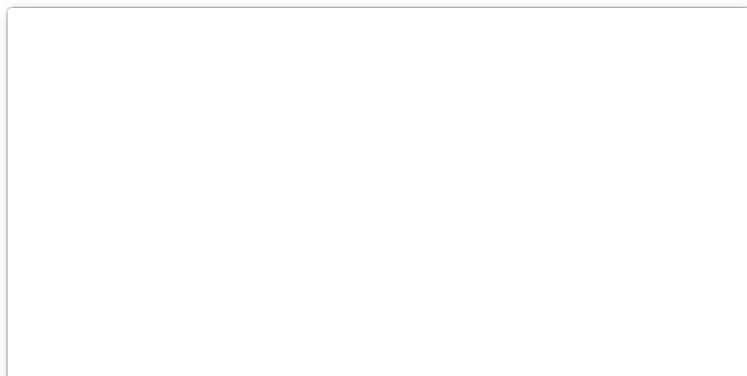
Shot by renowned British photographer David Sims, the luxury label's latest campaign falls in line with the high sensory themes of the collection that it fronts. Between exciting ready-to-wear presentations, best-selling leather designs and strong celebrity relations, the heritage house's efforts to reinvigorate itself are excelling.

Anderson x Hamilton

Loewe creative director Jonathan Anderson plays with shape and silhouette in whimsical ways for the fall/winter 2022 season.

New campaign imagery tells a story of scale, as photography accentuates the tactile nature of the fun, wearable accessories Mr. Anderson has implemented in near fairytale-like fashion.

Central to all campaign creative is the oversized work of British artist Anthea Hamilton. Known for installations that take up space, Hamilton procured "Giant Pumpkin No.5, No.6 and No.7 (2022)," made exclusively for Loewe's show space, in a grand art and fashion fusion.



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Models drape across Hamilton's works of art in multiple campaign frames, striking strict poses on the enlarged pumpkins, all the while ensuring that the brand's mesmerizing designs remain front and center.

Fans can find a campaign video clip on a branded landing page, of which a piano-laden soundtrack emits a haunting elegance.

Loewe's trendy puzzle bag appears in classic form with fresh additions for the upcoming season such as a new chain detail and embossed strap, while brand new bags with pillow-like textures and pleats aim to thrill the senses using varied textures and bright coloring.



Loewe's Fall/Winter 2022 presentation. Image credit: Vogue Runway

Perhaps most notable of the collection in its entirety are Mr. Anderson's quirky, molded inclusions a hard, red top resembling a lip, a car-shaped dress hem, a balloon bustier with which he seeks to spark a reaction and engage the senses, seemingly prioritizing touch.

To achieve this, the creative director has employed an impressive mix of classic materials like shearling, leather and silk, with alternatives such as 3D printed fiber, felt and latex. He even uses resin for hard surface items, all on display throughout campaign imagery.

Pared down by more simplistic, monotoned purple backgrounds while featuring designs that are anything but, a secondary set of photos truly puts Mr. Anderson's contraptions on display. One last set style from Mr. Sims features a shirtless model embodying an element of crude primitiveness that, according to the brand, was a priority for the collection.

Mr. Anderson's work contains a reverence for bold brand heritage. The Spanish mainstay has a history of innovative

approaches they were the first to use a store "closed" sign to present collections to dignitaries in private as well as daring material manipulation, as early adopters of reptile skin for bags.

Artful collaboration

While luxury fashion enthusiasts have long enjoyed an art world crossover, Loewe seems to find these types of partnerships imperative.

The brand revealed the second installment of its capsule collection designed by Mr. Anderson honoring the cartoon classic Spirited Away, an animated film directed by Hayao Miyazaki that celebrates loyalty and friendship, in a campaign shot by photographer Juergen Teller featuring singer and performer Dua Saleh and models Kit Butler, Hyunji Shin and Mica Arganaraz, at the top of this year ([see story](#)).

Last year, the LVMH-owned brand teamed up with auction powerhouse Sotheby's for a co-released collection of artisan-crafted clay chestnut roasters based on traditional roasters from the Galicia region of northwest Spain and customized by three artists from around the world ([see story](#)).

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