

APPAREL AND ACCESSORIES

Loro Piana delivers coastal comfort with fall/winter narrative

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Expert fabrications and an artisanal approach can be found throughout Loro Piana's Fall/Winter 2022 campaign. Image credit: Loro Piana

By AMIRAH KEATON

Italian luxury cashmere clothing brand **Loro Piana** is cementing its place as the proprietor of coastal comfort with a new effort promoting its fall/winter 2022 collection.

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As the chic spirit of seaside essentials currently makes waves across the feeds of fashion enthusiasts, Loro Piana presents an opportunity for measured opulence by way of its fall/winter 2022 collection. Through a down-to-earth lens and with authenticity at its forefront, both the collection's value and the luxury mainstay's values come alive in campaign visuals that showcase options for both men and women.

"In a season of buoyant color, patterns and prints, Loro Piana's collection is a palette cleanser and a refuge of luxurious casual comfort, discreet and discriminating," said Marie Driscoll, managing director of luxury and fashion at **Coresight Research**, New York.

"The collection is understated elegance, which will likely appeal to existing clients."

Ms. Driscoll is not affiliated with Loro Piana, but agreed to comment as an industry expert.

An artisan-first approach

The anticipation for fall seems to grow with each heat wave, the upcoming transition marking an outsized opportunity for the expert knitwear entity and its seasoned sartorialists to shine.

Historically, Loro Piana has answered the call of cooling climates, and this year proves no exception.

Expert fabrications and an artisanal approach characterize a collection rooted in the heritage of British textiles, with an accompanying film laying out the narrative.



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The brand's elevated crest and cursive logo flash against a docile stream at the start of the film, creating a calm ambiance. Models utilize nature as their stage with which to set forth the textile chief's soft silhouettes and structural details.

The film's protagonists gaze into their respective abysses, positioning the garments atop scenic cliffs, rocky seafronts and secluded dirt paths that cut through grassy fields, to the empowering tune of the autumn breeze and windchimes.

Above all, the sound of a violin becomes progressively more intense as the vignette nears its end. The thoughtful inclusion of the elevated string instrument plays into the sense of heritage Loro Piana evidently seeks to display.

The quintessential leader of quiet luxury, who sustains buy-in from fashion giant LVMH, appears to be fully embracing the art of fluid construction, which lends a cloud-like effect.

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"The campaign is rooted in nature and reminds one of Loro Piana's sustainability efforts and commitment to clean water, and the explicit nature focus may well attract the next cohort of outdoor luxury enthusiasts," Ms. Driscoll said.

Made in Italy, the layering of pieces like the Mellbreak Skirt and Twelve Scarf or the Burlington Jacket and T-Shirt Crewneck, work seamlessly throughout campaign imagery and video, and materials like shearling and baby cashmere take central roles among the brand's luxurious offerings.

Even accessories reflect themes of ease the Carry Every Thing bag, available in leather and lined in nappa and suede, is shown at home in nature in a campaign image posted to the brand's social channels.

"The energy and vibrancy of nature are communicated in the video, from the translucent stream in the final shot that allows for glimpses of leaves through the rippling water to the lightness of the background string music that accompanies the voice of the waterfall, and the movement of the grass," she said.

Audience analytics

For a heritage brand, talent starring in the fall/winter 2022 campaign skew noticeably younger, revealing the degree to which the evolving demographic is top of mind at the company.

Upon appointment last year, new company CEO Damien Bertrand immediately went to work with the aim of attracting new generations, partnering with Japanese musician, artist and designer Hiroshi Fujiwara on the release of a capsule collection last fall ([see story](#)).

The brand's loyal customer base, however, is likely not predominantly comprised of the aforementioned group. In vying for the attention of millennials and Gen Z, luxury labels should be careful not to overlook older populations with heavy buying power.

The Luxury Institute recently revealed that older, ultra-high earning single and divorced women feel they are being ignored across lifestyle needs, marking a substantial opportunity to serve a seemingly hidden segment ([see story](#)).

Additionally, Airbus Corporate Jets found that nearly 46 percent, or 32 of the world's 500 wealthiest billionaires, are women based in the United States. Among the wealthiest female billionaires in America, their combined total net worth is more than \$514 billion, further imparting the significance of this market for the luxury sector ([see story](#)).

Known for luxurious natural textiles such as cashmere and vicua, fashion enthusiasts are acutely aware of Loro Piana's reputation for sparing its shoppers no expense. One piece from the coveted collection may run its buyers thousands and though hard to get, the brand must be careful not to fall victim to its own exclusivity, according to expert insight.

"This is a thoughtful, cerebral campaign which may require too much from luxury shoppers unfamiliar with the brand," Ms. Driscoll said.

"That said, the video campaign sends a clear message that these luxurious cashmere and silk pieces are meant to be worn and lived in, even when hiking. Using water as a focal point is brilliant in that it's both calming and effervescent."