

APPAREL AND ACCESSORIES

## Givenchy maintains chic, intense ethos in fall push

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American singer-songwriter Ethel Cain heads the fall/winter 2022 campaign from Givenchy. Image credit: Givenchy

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By KATIE TAMOLA

LVMH-owned fashion house Givenchy has tapped one of the music industry's brightest rising stars for its fall/winter 2022 campaign.

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American singer-songwriter Ethel Cain heads the fall/winter 2022 campaign imagery, maintaining a palpable sense of intensity as she showcases Givenchy offerings, from jewelry to handbags. American rapper Playboi Carti, Italian model Vittoria Ceretti and more round out the campaign, further fostering the fervent feel and spotlighting the house's chic looks which emphasize the versatility of the color black.

"The concept displays a sense of sophisticated femininity with some Parisian influence," said Dalia Strum, founder of **ReThink Connect** and professor at The Fashion Institute of Technology, New York.

"The feel of black leather and other heavier materials creates a major indicator that the fall and winter seasons are around the corner."

A room alone

Givenchy's campaign imagery, shot by British photographer Nick Knight, starts off with Ms. Cain, born Hayden Silas Anhednia.

Ms. Cain, known for her critically-acclaimed album "Preacher's Daughter," poses in a bedroom adorned with floral wallpaper, arranging herself intently on a bed with a silk pink sheet while maintaining strong eye contact with the content's onlookers.



*Vittoria Ceretti poses in front of an animal print curtain in a black leather dress. Image credit: Givenchy*

In the shot, Ms. Cain wears an ivory camisole dress.

Ethiopian model and activist Liya Kebede maintains the intense, chic feel of the campaign, posing in an all-black ensemble. The shot spotlights black pearls and Givenchy's Kenny handbag.

American rapper Playboi Carti, born Jordan Terrell Carter, takes a snooze in the same room Ms. Cain posed in, in a shot alone atop the same bed. The rapper, a friend of maintains the chic style of the house, also in an all-black outfit, with standout pieces including full-length gloves and the TK-360+ sneakers.



*American rapper Playboi Carti takes a very chic nap. Image credit: Givenchy*

In a disparate room, Ms. Ceretti poses in front of an animal print curtain in a black leather cami dress and a G-Hobo bag.

From the poses to the colorways, each shot of the campaign emits a more serious, sleek feel.

The campaign serves as the ultimate indicator that a new season is upon consumers, filled with statement pieces, new color palettes and chic reliable fashion.

Diversifying its offerings

Givenchy is enjoying evolving with the seasons and has continuously produced a wide range of diverse pieces in an attempt to reach consumers old and new.

In July, Givenchy debuted a limited-edition capsule collection in collaboration with Disney.

The line from the French fashion house featured animal characters from the 1961 animated film, "101 Dalmatians." Many of the ready-to-wear items feature spotted motifs, a clear allusion to the distinctive coat pattern of Givenchy's latest canine muses ([see story](#)).

Luxury brands and retailers are also releasing their different takes on fall, offering consumers different colorways and themes to choose from.

Earlier this week, Gucci frolicked into fall with help from brand ambassador and South Korean singer Kai.

In an uplifting and jubilant vignette, the label ushers consumers into a new season of looks to be enjoyed while taking in fall foliage. The ambassador carries a Gucci Ophidia duffel throughout the short film, fostering a theme of adventure and travel that consumers can embrace while also channeling the brand's heritage ([see story](#)).

Givenchy took a more intense approach to its fall/winter campaign and subsequent marketing, staying true to its chic roots.

"Between the boxy aesthetic and the intricate details of ruffles, sequins and pearls - there is a chic aesthetic with a major indicator that Fall is around the corner," Ms. Strum said.

"These aesthetics are an homage to Givenchy's staple urban look and will hopefully be a stepping stone back to in-person reality."

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