

APPAREL AND ACCESSORIES

## Loewe x On sets new standard for cross-functional footwear with second capsule

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*The brand's latest collaborative drop features five fresh sneaker editions and cements its spot at the crux of action and artistry. Image courtesy of Loewe*

By AMIRAH KEATON

Spanish fashion label Loewe is tapping its Swiss sportswear sidekick's trademark once more.

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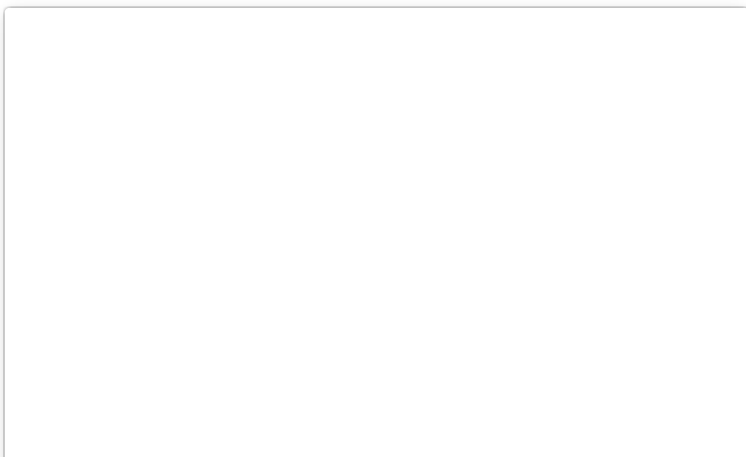
Available as of Oct. 13, the next iteration of Loewe x On is live. Immersive imagery, a virtual try-on tool and a final film accompany this limited-edition capsule drop.

**Ambient attitude**

With an initial launch under their belts, both brands are giving the glory of a well-constructed running shoe another go-round, allowing their respective areas of expertise to further the performance gear's reach.

Loewe's running mate maintains its penchant for producing comfort-conscious trekkers, and On's innovative standard likely served as a key determinant for the effort's initiation.

Built into all models, the latter brand's patented Cloudventure support system is programmed to activate upon impact, stretching back in order to offset the force of a downhill trajectory, in a first for cushioning technology.



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An accompanying campaign for Loewe and On's concept sneaker keeps activewear on its toes.

In frames by Francesco Petroni, one fashionista wears a layer of latex in bodysuit form atop a rocky outdoor obstacle, her sporty companion afoot. The same woman later appears, aspirational in her liaison, draped across a couch amid an abnormal furniture placement mid-forest.

Scenes switch, and another model stands about, her feet spread across two slim beds. Room decor takes the same canary yellow shade as her shoes, in the indoor display of outerwear.

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One man's legs fall against a wall. He holds melons up, shoe bottoms on view, in an inverted position reminiscent of Loewe's signature shoot style ([see story](#)).

Many figures donning footwear throughout the campaign appear completely pantless. The jarringly casual nature of the images is clearly attempting to signal something greater. Loewe x On is just as fit for forest terrain as it is for interiors.

Campaign imagery continues to redefine the capsule's definition of outdoor athleisure.

Cristina Stolhe is responsible for a set of lo-fi stills that spare no flash while challenging traditionally stoic sportswear shots that embrace dynamicism on their own terms.

Loewe and its partner are reentering the sneaker space with two familiar forces: the collection's Orange and

Gradient Khaki colorways continue while introducing a trio of new Cloudventures in yellow, black and white.

Both partners have made the collection available for purchase online at [loewe.com](https://www.loewe.com) and [on-running.com](https://www.on-running.com), as well as through select retailers, such as Mr Porter, Net-a-Porter and MyTheresa. Loewe also offers the line in-store.

#### On running

The first pairs of Loewe x On sneakers landed in March of this year. Then, a starting set of campaign characters took charge, leading viewers through various countryside scenes with many in-motion shots.

The vibe of visuals released this month stand in sharp contrast. Loewe's latest assets leave a strikingly casual impression.

Activities take a laissez-faire attitude. Sneakers front stripped-down settings.



*In one campaign image, in fact, the footwear is not even fully in view. Image courtesy of Loewe*

The campaign's creative treatment signals a prioritization of passive athleisure fans and hiking enthusiasts alike.

Its inclusive and versatile appeal is undeniable and appropriate, considering the product's cross-functional capabilities.

The shoe's sustainable packaging, made from 100 percent recycled industrial materials, serves as yet another draw for consumers whose eco-conscious opinions are increasingly aligning with their purchasing patterns ([see story](#)).

The same Bain study uncovered that product quality is the leading purchasing factor for fashion buyers, beating out price, product fit, and style among shopper considerations, and since Loewe's fan base seems to appreciate craftsmanship as much as cutting-edge features, the brand has not neglected to fold trial into its marketing plan.

The limited-edition capsule's landing page comes complete with a link to virtually try the line on for size via a quick and convenient QR code scan.

Loewe's application of the apparatus serves as a solid example of an empowering technological enhancement, opposite many other use cases, which net out as digital distractions.

In more ways than one, Loewe's activation appears effortlessly authentic importantly, no sacrifice is made by either party, as house codes come through in branding. Impressively, the essence of neither partner is left behind on any front.

The influence of Loewe's all-or-nothing ethos, as well as On's innovative, comfort-driven design, are felt in equal parts in the collaborative effort which marks a true meeting of the minds.

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