

APPAREL AND ACCESSORIES

Kenzo celebrates staple Boke Flower in new holiday campaign

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In celebration of the Boke Flower, Kenzo released its holiday campaign, "The Golden Boke : Kenzo 2022 Festive Season". Image credit: Kenzo

By LUXURY DAILY NEWS SERVICE

LVMH-owned fashion label Kenzo, in celebration of the Boke Flower, released its holiday campaign, "The Golden Boke: Kenzo 2022 Festive Season."

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Directed by artistic director Nigo, the visual campaign from the Paris brand shows glimpses of the flowers throughout the piece. Gleaming in windows, spotted on the models' clothing and illuminated up by golden light, the flower sets the tone.

Light-hearted

The campaign video features vintage looks, similar to those of the 1970s with the mustard and gold tones, throwback car, lettermans jackets, stripes and puffer jackets.

At one point, one of the models even wears a yellow sweater that features the number 70 on the front.

The color palette features burgundy, cream, brown and green to accompany the dominantly gold set.

Dreamlike music and piano notes serenade the models, who look into warm light in varying places from beneath a street lamp to through the blinds inside a wood-paneled home.

Movements are slow, with models continually turning to and then away from the blinding light. They look calm, wearing pieces that feature the Boke Flower, making the movements seem meditative.



"The Golden Boke : KENZO 2022 Festive Season" is filled with nods to the 1970s. Image credit: Kenzo

The holiday collection itself from **Kenzo** matches the **visual campaign** in its nostalgia.

The 1970s clothing from the video are present, as well as other classic fashion pieces such as felt berets, sweater vests, fanny packs, bucket hats and high top sneakers all in the same color palette as the campaign.

With the Boke Flower being an icon of the brand for its 50 years of operation, its inclusion is yet another nod Kenzo made to the past with this collection.

Kenzo's pieces are all warming as well, with each piece being mindful of winter weather.

The Golden Boke : Kenzo 2022 Festive Season. Video credit: Kenzo

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