

APPAREL AND ACCESSORIES

Loewe picks flowers for spring/summer 2023 collection

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Loewe's use of the bold flower makes the campaign a fresh take on a tried-and-true aesthetic – flowers for spring. Image credit: Loewe

By EMILY IRIS DEGN

Spanish fashion label **Loewe** is encouraging consumers to stop and smell the Anthuriums per the brand's newest campaign.

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The brand is highlighting the flower among the various pieces, also playing with the idea of "illusionary moments" with the help of imaginative cuts and whimsical posing. The campaign features house ambassador and Canadian actor Taylor Russell striking confident poses, showing off the bold flower.

The eclectic collection is available [online](#).

Fielding flowers

At the center of the campaign is the Anthurium flower, appearing in multiple pieces and imagery.

The flowers are known for their bright colors, the species shown in the campaign being called the "Painter's Palette" due to its shape and brilliant hue. The move to include it brings a level of playfulness to the collection, as well as signals a lifted mood one fitting for spring.

The flower's heart shape as well fits the warmth of the collection and campaign visuals, making it especially timely as the year reaches warmer months.



The giant flower draped across Ms. Russell's chest turns her into a living representation of the plant, adding imagination to whimsy. Image credit: Loewe

Playing with the element of color, the campaign features neon shades mixed with neutrals, bringing to mind images of gardens filled with luxuriously colored flowers and earthy tones from the dirt.

Ms. Russell dons neon orange and chartreuse tops shaped like a giant Anthurium, bright scarlet shoes with chunky heels, beige shorts and flowers jutting out of printed t-shirts. The effect is light-hearted, presenting a joyful color palette and youthful fits.

A reflection on the act of posing as a form of acting and impersonating that brings to life items of clothing and accessories: the LOEWE Spring Summer 2023 women's campaign, shot by David Sims, featuring LOEWE Global Brand Ambassador Taylor Russell. [#LOEWE pic.twitter.com/owfCIW14um](https://twitter.com/owfCIW14um)

LOEWE (@LoeweOfficial) **March 15, 2023**

Due to this level of whimsy, the campaign is especially well-suited for younger consumers.

Like other luxury brands targeting their marketing efforts at the demographic, Loewe's reads as being for the young or young at heart due to bright colors and imaginative clothing cuts. The flower adornments also add another hint at youth, due to not only the imagery of blossoming plants and spring, but due to the added level of movement that they bring to the clothing pieces.

Femininity is also central, as Ms. Russell's practice of posing puts womanhood and the body in a highlighted spot. The posing rituals also adds a level of physicality to the campaign, making the images grounded in a worldliness, further emphasizing the allusions to spring and the earth.



The brand cites posing as a core piece of the campaign, putting an added emphasis on the female form. Image credit: Loewe

Together, the varying elements come together to present an imaginative look at spring; of warming weather and what it looks like for a woman to exist in those seasons. It is an exploration of youthful times of year and the feminine form.

Growing younger

It is no secret that younger consumers are taking over the luxury market.

As Gen Z and millennials increasingly gain further resources, earn more money and rise in power in their respective careers, they are getting more access to luxury goods. Luxury brands are responding by not only including them in their marketing and releases, but in centralizing them in their strategies.



From bright turquoise to neon pink, the collection features youthful shades. Image credit: Loewe

Playfulness, youthfulness and individuality are all the dominate notes in luxury at the moment, and with spring arriving a time when brands have always tended to lighten the mood and use brighter colors it is an especially lucrative time to play up the angle.

French fashion house Louis Vuitton is playing with proportions, platforming imagination and originality in its latest drop ([see story](#)). The brand even included dollhouse imagery, further driving home the point of youthfulness.

French fashion label Kenzo is also using lighthearted looks, recently releasing its spring-summer 2023 campaign filled with themes of childhood and adventurous summers ([see story](#)).

While the use of flowers is not a new way to advertise a spring collection, Loewe's infusion of playful femininity and the use of a young actor in the campaign places it alongside these other effective outreach initiatives to the rising youth.

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