

APPAREL AND ACCESSORIES

Loewe casts light on early spring/summer 2024 styles

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The Spanish fashion label's campaign stars English actress Maggie Smith. Image credit: Loewe

By EMILY IRIS DEGN

Spanish fashion label Loewe is out with the spring/summer 2024 precollection visuals.

The playful campaign stars South Korean rapper and singer Lee Tae-yong, American actress Greta Lee, British actor Josh O'Connor, Chinese model Sun Feifei, American actor Mike Faist, British visual artist Rachel Jones and American actress Dakota Fanning. Each aged 40 years old and younger, the millennials are joined by 88-year-old English actress Maggie Smith, a familiar face to the younger generation, appealing to an increasingly powerful demographic of luxury consumers with the inclusive excerpt.

"Representation matters, including for older female consumers," said Katherine C. Sredl, marketing lecturer at [Loyola University Chicago Quinlan School of Business](#), Chicago.

"There can be a cultural stigma against aging and being old, and there are quite a few inaccurate stereotypes about aging," Ms. Sredl said. "Yet it can be a time of reinvention of who we are as women.

"Maggie Smith seems to convey the potential playfulness of this life stage."

Ms. Sredl is not affiliated with Loewe, but agreed to comment as an industry expert.

Playful and luxe

Shot by German photographer Juergen Teller with overarching input from the house's creative director, Irish designer Jonathan Anderson, the eccentric visuals are artistic in nature.

Per the brand, portraits of the stars are "photographed, printed, ripped out, superimposed, and photographed again."



Ms. Fanning poses with many of Loewe's products throughout the quirky campaign. Image credit: Loewe

The faces included are nearly all luxury veterans, from Ms. Feifei ([see story](#)) to Ms. Lee ([see story](#)) to Ms. Fanning ([see story](#)). Each is also a millennial, aside from Ms. Smith.

Mr. Tae-Yong, known more commonly as simply Taeyong, is the youngest at 28 years old. Ms. Fanning is 29, Mr. Faist is 31, Ms. Jones is 32, Mr. O'Connor is 33, Ms. Feifei is 34 and Ms. Lee is 40.

They all fall into the generation that is expected to become the **highest-spending in history** in just over a decade from now, by 2035. In fact, by 2025, consulting firm **Bain & Co.** finds that millennials will represent 40 percent of the global personal luxury goods market.

"Millennials now have the earning power to afford luxury like Loewe," Ms. Sredl said.

The label is also complementary of aesthetics that the group shows enthusiasm for, including "stealth wealth," which at this point the maison is nearly synonymous with, helping it to stand out from its peers and stay top of mind with millennials.

"Loewe also has less branding than Louis Vuitton and other luxury brands, and the quiet luxury aesthetic is trending now," Ms. Sredl said.



Mr. Faist poses with Loewe's Puzzle Fold tote bag. Image credit: Loewe

The campaign plays up its popular approach to fashion with its signature Puzzle Fold tote, Squeeze bag, Pebble Bucket, Paseo bag and Fold shopper among the designs on display.

Other classics are repositioned, including knits, denim tops and skirts, jeans, shearling coats and leather pieces. The Puzzle bag is also reimagined, as Loewe presents the Classic and Edge versions of the product.

The power of Potter

Due to their growing financial power, love of high-end goods, and influence on the industry and trends at large, targeting millennials in marketing seems to be a profitable decision.

Loewe did not just get celebrities in the generation involved to accomplish this. As mentioned, the nearly 90-year-old Ms. Smith joins the lineup, complete with a Paseo bag.

Loewe presents the spring/summer 2024 precollection campaign

Though she is not a millennial herself, she is arguably the most recognizable face to those who are.

As someone who plays one of the most noteworthy characters in the film versions of perhaps the most well-read book of the modern age, Ms. Smith packs quite a punch.

"Harry Potter" hit stores in 1998, a year when millennials were largely at the prime age to enjoy the children's series. The movie adaptation followed not long after in 2001, starring Ms. Smith.

With eight main movies, seven books, and other reads and films detailing secondary storylines, many from this generation have grown up watching the talent on-screen.

With such devoted readers and viewers, using a figure from the franchise, among other notable programs that have featured Ms. Smith as of late, including "Downtown Abbey," could prove effective.



Ms. Smith is unique in the sense that she represents two generations: one that she belongs to, and one that she helped raise while on-screen. Image credit: Loewe

Additionally, she allows the brand to simultaneously show support for inclusive casting due to her age, and appeal to the most senior of luxury spenders.

"Older consumers are a very large consumer segment, probably the largest one, with a lot of spending power," Ms. Sredl said.

"It's smart to represent them in ads and invite them into a relationship with brands."