

APPAREL AND ACCESSORIES

Loewe releases men's spring/summer 2024 campaign

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Irish actor Jamie Dornan and American singer-songwriter Omar Apollo feature as the campaign's faces. Image credit: Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe's** latest collection is getting the spotlight.

A new men's campaign from the house showcases famous stars including a newly-instated brand ambassador and its spring/summer 2024 collection. With imagery imagined by Loewe's creative director Jonathan Anderson, veteran British fashion photographer David Sims brings the marketing effort to life behind the lens.

Stars on screen

Irish actor Jamie Dornan and American singer-songwriter Omar Apollo feature as the campaign's faces.

LOEWE Spring Summer 2024 men's campaign featuring our new Global Brand Ambassador Jamie Dornan, shot by David Sims.

See the campaign: <https://t.co/qFAPlq5HIT> #LOEWE pic.twitter.com/yXPzymYeiN

LOEWE (@LoeweOfficial) [January 11, 2024](#)

Mr. Dornan was appointed brand ambassador earlier this month ([see story](#)).

The duo sports curated ready-to-wear looks, plus handbags, footwear, eyewear and more. Mr. Apollo and Mr. Dornan appear on neutral-toned sets under various lighting options.

Intimacy and normalcy are stated to be two themes of the ads. Mr. Sims' skill is on full display in this regard, a style that was also tapped into by Italian fashion label Gucci in its recently launched "Ancora" campaign, which had the talent behind the lens as well ([see story](#)).

The collection is available in stores and on Loewe's [website](#).

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