

APPAREL AND ACCESSORIES

Casualwear guides Loewe Ibiza 2024

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Set to release next week, the collection is accompanied by casual visuals. Image credit: Loewe/Gray Sorrenti

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe** is centering its latest initiative on regional nostalgia.

Inspired by the famed Paula's boutique in Ibiza, Spain, the brand's new collection looks to capture the vibe of summer months long past. A focus on craft, styling and "high-impact prints" defines the Paula's Ibiza 2024 line, with a star-studded campaign released alongside the apparel.

Looking back, moving forward

The collection is due to drop on April 18, with imagery unveiled this week ahead of the official launch.

A global selection of talent is captured sporting the assembly, which spans ready-to-wear, footwear, handbags, eyewear and accessories. South Korean performer and brand ambassador Lee Tae-yong, American singers 070 Shake, Kevin Abstract and Yebba, Puerto Rican rapper Young Miko and Irish actress Alison Oliver all appear alongside one another in the marketing endeavor.

Loewe presents the Paula's Ibiza 2024 campaign

In the campaign film, shot and directed by American photographer Gray Sorrenti, the stars are pictured posing in front of neutral-colored backgrounds. An abstract electronic beat plays in the background, potentially nodding to the psychedelic and off-kilter music prevalent during Paula's boutique's heyday in the 1970s and '80s.

A laid-back demeanor is present in both the imagery and the collection itself, as casualwear is at the core of the release. Baggy and mismatched layers adorn each of the music and film industry players, with the faces modeling alongside new and renewed handbag styles, including basketry and the Puzzle bag.

The initiative began earlier this week, with the visuals now live across the brand's social media channels. Late-20th-century inspirations have guided Loewe's marketing this year, as it recently released a short film directly inspired by eras spanning from the 1970s to the modern day ([see story](#)).
