

APPAREL AND ACCESSORIES

Loewe introduces new artistic signatures for spring/summer

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The release marks the first marketing endeavor under the brand's new creative braintrust. Image credit: Loewe/Talia Chetrit

By ZACH JAMES

Spanish fashion house Loewe is paving its path toward the future with its latest seasonal launch.

Creative directors Jack McCollough and Lazaro Hernandez are looking to make a splash with their debut campaign and collection for the storied brand. The spring/summer 2026 initiative features a large cast of accomplished on-screen talents and brand ambassadors, each sporting outfits featuring reinvented takes on house favorites and fresh designs alike.

"There is such an interesting dramatic tension in the images and videos for this new Loewe campaign," said Daymon Bruck, chief creative officer at **The O Group**, New York.

"At first glance, this feels like a straightforward presentation for a new season but taking a look below the surface and some interesting concepts start to emerge."

Mr. Bruck is not affiliated with Loewe, but agreed to comment as an industry expert.

Future visions

Shot by American photographer Talia Chetrit, the promotional push spans various short films and a wide selection of stills.

Mr. McCollough and Mr. Hernandez enlisted several actors to appear in their debut marketing, including Chen Duling, True Whitaker, Beau Gadsdon, Talia Ryder and Isla Johnston. The latter talent, best known for her work on Netflix's "The Queen's Gambit" and Apple TV's "Invasion," was named a brand ambassador just ahead of the campaign's release.

Isla Johnston for LOEWE Spring Summer 2026. Photographed by Talia Chetrit.

See the campaign: <https://t.co/hyKAD4pshw#LOEWE> pic.twitter.com/bNi428gw9V

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Each of the stars appears in a short film, capturing the group in front of a series of diverse backgrounds; Ms. Johnston is pictured in front of lush greenery, while Ms. Whitaker stands before a pastel blue wall others appear in front of dense cityscapes and in tropical settings. While each location differs, the framing of each talent remains consistent, with the camera panning down from above to provide a top-to-bottom view of the thespians' respective outfits.

"The visual language in this campaign embodies a dynamic restraint on so many levels: the slow movement of the camera panning from top to bottom, the calm expressions on all the models, the minimal details of the backdrops and then the easy but sophisticated styling of the pieces," said Mr. Bruck.

"The overall effect for me is a presentation of sharp primal vitality," he said. "The mostly primary color palette, gloss and matt material contrasts (including the wet hair in many images) and most of all how direct and powerful all the shots and video capture your attention with anticipation of what will happen next."



The videos are presented in a matter-of-fact manner, with little embellishment, aside from occasional zoom-ins and musical cues. Image credit: Loewe/Talia Chetrit

Ms. Chetrit's photography stands apart from its moving alternative, melding the artist's signature body-focused frames and still life compositions together. The main cast appears in hero shots, though a majority of the imagery focuses on the clothing itself, rather than who it appears upon.

In some cases, the ready-to-wear stands alone, unworn by models or actors, with the fabric serving as an abstract canvas for the talent behind the lens. Many of these images feature three items: the refreshed Amazona 180 handbag, the new Speed sunglasses and the never-before-seen Grip sneaker.



Old and new converge in the campaign imagery. Image credit: Loewe/Talia Chetrit

For the brand's 180th anniversary, it is refreshing the Amazona clutch with modernity in mind; the bag is shown both in bespoke still life shots as well as in each image and short film featuring the small and big screen gems.

Meanwhile, Mr. McCollough and Mr. Hernandez are also introducing a few new designs to Loewe's nearly two-century-old catalog, with the Speed eyewear and Grip footwear lines.

Loewe's spring/summer 2026 collection will release in-store and online on Feb. 26.

Making an impact

With the debut selection, the Spanish fashion house's new creative leads are seeking to establish their artistic footprint early.

Following Irish designer Jonathan Anderson's departure from the brand following a decade-long tenure, Mr. McCollough and Mr. Hernandez were brought in guide the label into a new future ([see story](#)), separate from the talent that has defined the brand for many years.



The Spanish company is looking to hit the ground running under its refreshed artistic regime. Image credit: Loewe/Talia Chetrit

Mr. Anderson has since taken over men's and women's design duties at French fashion house Dior, premiering his debut spring/summer campaign last month ([see story](#)). The initiative starred French footballer Kylian Mbapp and American actress Greta Lee and largely focused on updating and reinterpreting archival codes for the contemporary luxury consumer through the lens of famed British fashion photographer David Sims.

In this way, Loewe's strategy differs greatly, as it instead spotlights its heritage Amazona 180 purse alongside completely new items. With this selection, in particular, the Grip sneaker and Speed sunglasses, the label is moving forward with its own athletic apparel following its collaboration with Swiss athleisure brand On last year, potentially appealing to both core and aspirational audiences alike while maintaining its archival appeal with the anniversary handbag redesign.

By broadening appeal, the house may climb back up the Lyst Index rankings, which has slowly descended since Mr. Anderson's exit, despite once resting atop the list and all of its industry peers ([see story](#)).