

THE
#FindMeInWonderland
CAMPAIGN

spring/summer 2017

Chiara Ferragni new SS17 campaign was shot in a Beverly Hills mansion by director Casey Brooks and under the creative and art direction of Chiara Ferragni and Mariaelena Morelli. The video campaign stars the model Lera Pentelute while she celebrates her birthday in an empty manor. The model is shot in wild poses and bold looks wearing the iconic pieces of the new SS17 collection, such as the Flirting mules and the stars high heel sandals.

Director: Casey Brooks
Creative Director: Chiara Ferragni
Art Director & Stylist: Mariaelena Morelli
Starring: Lera Pentelute
Director of Photography: Brendan Stumpf

This season Chiara Ferragni takes us on a very unique introspective travel that makes us rediscover our past and our youth.

Along with the most known styles of the brand, Chiara presents some new feminine pieces. Starting with the flat mules to the espadrilles with bows, from flats with daisies to the sandal heels with glittery stars.

Exaggeration and explicit iconography are the main ways of expression of the entire collection. The brand logo and other graphic elements are fully embroidered, looking like tridimensional decorations, over the classics: slippers, slip-ons and espadrilles.

The newcomers ballet slippers come from childhood memories. Those are decorated with jeweled eyes and ankles ribbons in color contrast. They also come in different tones, like pastel pink and baby blue, and in glitter material or soft leather.

The key motif of the collection is still the "Flirting" one, which is present in each of the season's theme. It is present in the classic embroidery version over daisies and leather red hearts, but also in an enriched version with beads embroideries.

The dreamlike theme gets very explicit thanks to a very complex gold sequines and beads embroidery. It is the main motif over leather or denim slippers and thick high boots.

This season, along with iPhone cases, backpacks and t-shirts that follows the season theme, the accessories collection is filled with new items. Chiara presents also a pair of denim shorts with gold sequines embroideries, a choker with a jeweled brand logo and colorful oversized sweatshirts.