



CHIARA FERRAGNI

Spring Summer 18 ADV Campaign
#ChiaraSuite

Chiara Ferragni presents her Spring Summer 2018 campaign, #ChiaraSuite.

Created by distinguished French duo Florence & Nicolas, the campaign was shot in Paris by an international team and stars the season's confident muse as interpreted by model Anne-Sophie Monrad.

Made up of five images, each showcasing a total look from the collection, the campaign represents the young and ironic identity of the brand.

A plush bathrobe is central to the first image, which opens the doors to the #ChiaraSuite, a claim featured in many pieces throughout the new collection. There is a focus on sneakers and over-the-knee boots, as well as swimwear and underwear, which includes silk pajamas that work as outerwear, too.

The inclusion of extra pieces such as PVC trenches and bold accessories enhance the collection's on-trend attitude.

The setting of the campaign is intimate and warm, defined by evocative elements of an hotel suite as an oversize orange flower, a giant pink pillow and a waterfall of lilac feathers. Each eye-catching element is in line with the brand's free-spirited vibe.

"I'm very happy about the team of international young creatives that worked behind this campaign. You could feel a very stimulating environment on set. The neutral setting of the campaign is purpose to concentrate the attention of the public on the collection, the real protagonist", says Chiara Ferragni.

Creative Director: Chiara Ferragni

Stylist: Francesca Cefis

Photographer: Florence and Nicolas

Hair and make up: Gilles Degivry & Satoko Watanabe

#ChiaraSuite Collection

The Spring Summer 2018 collection playfully expresses Chiara's journeys around the world, which she shares on social media with her millions of followers.

The iconography recalls LA: the crystals that embellish the signature slippers and slip-ons evoke palms and boulevards. Martini cocktails and teasing affirmations like "Kiss me in my suite" detail mules and heels, while the same decorations can be spotted on the ready-to-wear, finishing T-Shirts, hoodies, swimwear and pajamas.

The summer season also sees the release of Chiara Ferragni's stylish "Active" line, which reinvents sportswear in a contemporary and powerful way. Modern and monochromatic, the collection includes sport bras, cropped tops and caps, along with tracksuits and bomber jackets.

The collection is already present in stores and online at www.chiaraferragnicollection.com