

MARNI

MARNI SPRING/SUMMER 2018 ADVERTISING CAMPAIGN

Still life in movement.

Marni's Spring/Summer 2018 advertising campaign crystallizes a fascinating mix of couture echoes and skater's quirkiness. Surfing among languor of past times and irreverent poses, the subjects are fragments of an incessant and personal research of beauty. The dissonance between the elements ironically defines their harmony.

The artist Jamie Hawkesworth captures a warm light, portraying the Marni woman and man in an ethereal and timeless vision in which small objects, lost, found, bring back the figures to the dimension of the present.



CREDITS

Photographer – Jamie Hawkesworth

Art Direction – Giovanni Bianco & GB65

Models – Kiki Willems, Querelle Jansen, Line Kjaergaard, Nicole Atieno, Lucas Chancellor

Styling – Camilla Nickerson

Hair – Jimmy Paul

Make Up – Dick Page

Production – Sylvia Farago LTD Production