Jordache taps Brooke Shields for new campaign

By Benjamin Fitzgerald - February 10, 2022

Jordache on Wednesday unveiled actress and entrepreneur Brooke Shields as the new face of the New York fashion brand's spring 2022 campaign.

Dubbed 'You've Got The Look', the campaign, shot in New York City by Cass Bird and styled by Deborah Watson, features Shields wearing signature Jordache fits like the skinny, flare, and straight, coupled with a simple plain white t-shirt, or without a top.

Shields has had a storied career as a model and actress appearing in many advertisements and films, including 'The Blue Lagoon', 'Pretty Baby' and 'Endless Love', as well as television's 'Lipstick Jungle' and cameos on 'The Simpsons', among other roles. She also appeared on the cover of Vogue and starred in campaigns for U.S. fashion brand, Calvin Klein, during her time as a model.

"We are excited to work with Brooke Shields," said Liz Berlinger, president of Jordache. "Like Jordache, she is iconic in fashion. We have watched her grow from a young girl into an incredible woman, mother and entrepreneur – throughout it all she has remained authentic and an inspiration to women everywhere."

The campaign will launch in Spring 2022 across various media platforms along with a social media initiative, as the New York brand expands to connect with digitally native consumers.

The campaign plans to promote inclusion and body positivity with content creators and everyday women recreating Brooke's iconic poses from the campaign, the company added.

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