Kenzo to promote new collection through storytelling

By Chenu Alexis  ·  June 3, 2022

Last September, Japanese designer Tomoaki Nagao, a.k.a. Nigo, was appointed creative director of Kenzo. Following his arrival, the label is now introducing a new advertising strategy. To accompany the launch of Kenzo's Fall/Winter 2022 collection, Nigo will spin a new tale each month, featuring exclusive limited-edition products and campaign pictures, "a concept that will punctuate the label's narrative throughout the season," said Nigo.

The first three stories devised for the fall/winter campaign (which will be released during June) were commissioned to British photographer Thurstan Redding, who lensed the Kenzo models on the Bir-Hakeim bridge in Paris, against the backdrop of the iconic Eiffel Tower.

An opportunity to unveil some of the new collection’s statement looks, notably featuring the label’s signature 'Kenzo Poppy' print, and to give tangible shape to Nigo's conviction that "what you see on a show runway must manifest itself in real life."
In parallel with this new monthly campaign, Kenzo is also establishing a high-impact presence at the Galeries Lafayette’s Haussmann branch in Paris, with dedicated window displays and two new pop-up stores. The first, located at the entrance of the Coupole store, will be open until June 30, and will showcase, on a red carpet between poppy-decorated columns, a selection of womenswear items. The second, on the first floor of the menswear store, will be open from June 7 to July 15.

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