

**TOP 10** AUTUMN / WINTER 2015

# **SOUTH AMERICA**

CAMPAIGN ANALYSIS



Colcci



# ANALYSIS

- The best of South America's campaigns offer a contemporary look at strong, independent, overtly feminine women. Urban settings are contrasted against lavish interiors, while eras referenced range from the 1950s-1970s
- Fantastical childhood stories such as Red Riding Hood serve as a starting point for portrayals of bohemian women. Storytelling is also present in a number of fashion films, some simply documenting the campaigns in creation, others complementing the marketing strategy in more conceptual narratives
- Casting remains an important aspect, with high-fashion celebrities presented by brands such as Colcci and Animale



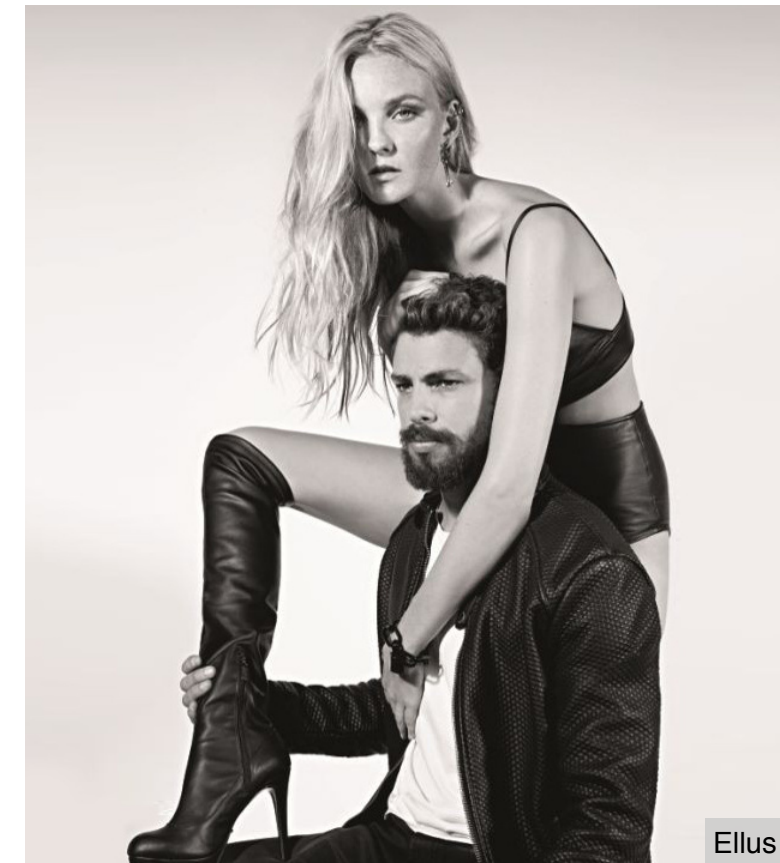
Shoulder



Arezzo

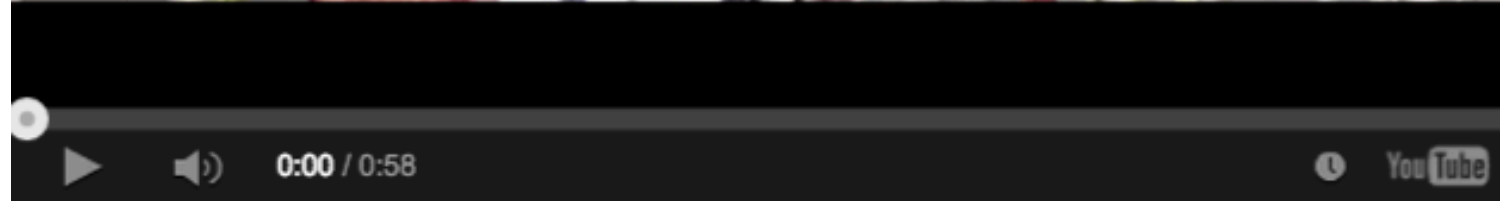


Rapsodia



Ellus





## ALEXANDRE HERCHCOVITCH

This season's campaign from Alexandre Herchcovitch nods to a distinctly feminine look. With photography by Fabio Bartelt, the studio space is enhanced with flowers filling the foreground, thrown into the air, and then falling around the model like rain. With a surreal yet playful mood, Herchcovitch proposes an update of his classic prints. With shiny finishes, the shift dresses worn by model Mariana Calazan update mod references. Robert Estevão is responsible for the dark edged beauty, which works well against the soft elements. A short film accompanies.





## AREZZO

Creative director Giovanni Bianco creates a vibrant atmosphere for Arezzo's winter campaign. Based on a 1950s aesthetic, strong and saturated shades of red, blue, green and yellow make up the studio space. Styled by Flavia Pommianosky and Davi Ramos, model Camila Pitanga is pictured wearing tight pencil skirts, hotpants and brasseries, complementing the new collection of boots and sandals, as she performs a series of acrobatic moves. Photography is by Gui Paganini, with natural make-up and tanned shiny skin, in a look created by beauty artist Henrique Martins.





## ELLUS

Ellus captures its A/W 15 collection with a black and white shoot on the top of a building. Photographed by Marcelo Krasilcic, the images star models Carol Trentini and Caua Reymond in an active performance also showcased in a short film to promote new line Ellus Jogging Denim. Movement is a visible element in the stills too, with various frames depicting the models dragging each other around in the space. Ellus is known for its urban DNA, and the campaign and collection are based entirely on this edgy aesthetic. The make-up is created by Helder Rodrigues.





## MIXED

Mixed heads to Chile for its A/W 15 campaign shoot, finding a natural reserve in Huilo Huilo, where there is a preservation project for the endangered huemul deer. The theme of the campaign is based on the traditional story of Red Riding Hood. Photographed by Bob Wolfenson, model Carol Trentini stars in a nouveau bohemian look styled by Flavia Lafer. The forest setting creates the perfect storytelling atmosphere. Silvio Giorgio is responsible for make-up. There is also a fashion film from Marcos Mello, produced by Cavallaria.





## RAPSODIA

Rapsodia updates its campaign for A/W 15 with a nouveau-bohemian aesthetic that ties in with global trends for [A/W 14/15](#). Florence Arguello styled the shoot with transparent tops, velvet blazers, long skirts, and medieval-style prints. The knee-length boots and washed-out denim complement the theme, simultaneously giving it an edge. The setting is key for this campaign: art director Pardo Estudio constructed the concept, while Patricia Bettellini shot it against old wooden doors and marble pillars. Make-up was by Estefania Novillo and hair by Lucas Barbolla.





## SHOULDER

Shoulder's new campaign is shot by Gustavo Zylbersztajn in an industrial building in São Paulo. With creative direction from Daniel Burman, the shoot was captured in shades of grey and showcases the sense of a playful contemporary urban woman. Model Luana Teifke energetically poses in the stills as well as a short film. David Ramos and Flavia Pomianowski style the sequin, silk and jacquard collection pieces. Beauty artist Daniel Hernandez took care of hair and make-up.





## PRÜNE

Inspired by the Argentine architecture of the Belle Epoque, Prune's new campaign showcases an active, sophisticated woman, known as the 'Misses Mod'. The concept of the collection revolves around the 1970s with strong rock references in both the collection pieces and styling. Sitting alongside the images is a fashion film that focuses on the mystical search for a handbag. The old and the new are referenced throughout as the cast of four models go on the hunt, using both retro television screens and walkie talkies and a futuristic augmented-reality experience to locate a special key.





## CRIS BARROS

Cris Barros's new collection is based on an Older Scotland. Inspired by fictional character Claire Randall and her 18th-century contemporaries, Barros also focuses on an imagined poetic post-Second World War beauty. The campaign showcases a serene, dreamlike mood, with the models placed on delicate reflective platform sets. Florals and checks are the main prints in this collection, updating the winter palette with navy, off-white and brown shades. Renata Corrêa styled the shoot, which was photographed by Vava Ribeiro. Art direction was by Thiago Ribeiro, with models Nathalia Novaes, Mariana Fassarella and Larissa Franco.





## ANIMALE

Animale once again bets on a simple, feminine feel for its campaign. The photographs were shot in natural light by Mario Testino and styled by Yasmine Sterea, and the slick and sexy composition was completed at Canoe Studios in New York. Beauty duo Lucia Pica and Dutch Christian were responsible for hair and make-up for models Sonya Gorelova and Francisco Lachowski, the latter hidden, without any clothes on, behind his female counterpart. For the first time since becoming creative director, Vitorino Campos presents a fierce Animale woman full of attitude for this winter collection.





Gisele Bündchen no inverno 2015 da Colcci



## COLCCI

Brazilian model Gisele Bündchen is once again the star of the Colcci winter campaign. Shot by Giampaolo Sgura, she appears alongside model Sean O'Pry in the Highline Stages Studio in New York. The duo were styled by Daniel Ueda; the denim pieces standing out against the earthy shades featured in the set and across the skyline. The make-up was done by Rosie Marie Swift and hair by David von Cannon. This is the second time that both models have starred in Colcci's campaign as well as its fashion show. Bündchen just walked for the final time on the brand's S/S 15 runway, having chosen it as her retirement show from the catwalk.