

**TOP 10**

A / W 16/17

# **SOUTH AMERICA**

C A M P A I G N   A N A L Y S I S



Yogini

# ANALYSIS

In line with all of our top 10 campaign reports, the most interesting campaigns from South America are chosen on criteria of creativity, casting and concept.

A sense of community is felt in top campaigns with big and varied castings. Sports influences and new cultural inspirations update the [1970s references](#) seen in previous seasons, from brands such as Farm, Adriana Barra and Mixed.

Fashion films are given more importance as a way to deliver fast content, as seen at Naïma and Arezzo. Ellus displays a strong campaign with attitude, keeping up with the athleisure trend. Cris Barros, PatBo and Yogini maintain the contemporary and playful aesthetics that speak so well to the sophisticated women of South America.



Farm



Triton



Naïma

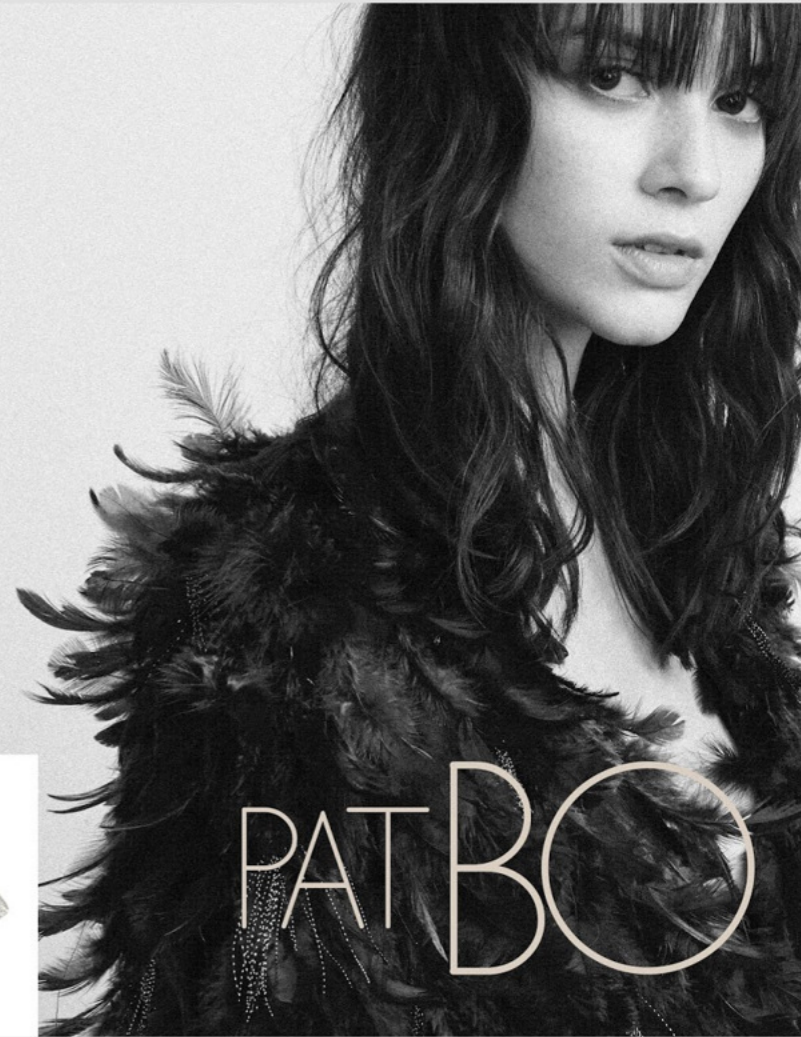
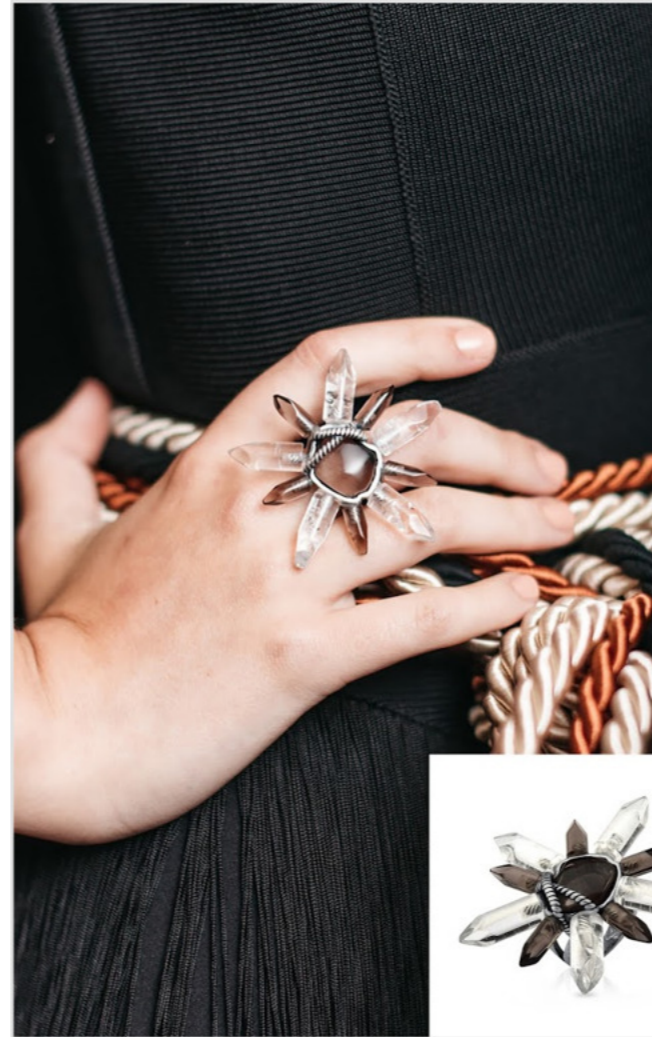


Cris Barros



## TRITON

Triton is inspired by the look of the show *The Royals* for A/W 16/17. Capturing a young, rock 'n' roll mood, the brand features a large cast on a medieval-inspired set. Models [Dani Witt](#), [Julia Gubert](#), [Lorena Maraschi](#), [Jou Bellini](#) and [Pedro Occhioni](#) are photographed by [Zee Nunes](#). The shoot is styled by [Daniel Ueda](#), with beauty by [Robert Estevão](#).



## PATBO

PatBo introduces a modern collection and campaign for A/W 16/17. Moving away from classical romanticism, the collection is inspired by a nomadic and modern Viking woman, showing midi lengths and materials such as strings, fringes and tricot. The lookbook stars model [Leticia Orchanheski](#) and is shot by John Arraes, with styling by Clessi Cardoso and beauty by Lau Neves. This campaign marks a new moment for PatBo, creating a mature and contemporary image for the brand.



## AREZZO

Arezzo's new campaign, titled An Eternal Instant, features Gisele Bündchen photographing herself via a long-distance command attached to the camera. Art direction is by Giovanni Bianco, styling by Daniel Ueda and beauty by Daniel Hernandez. The setting is a beautiful home at the heart of São Paulo. The brand enhances the campaign with five videos showcasing Gisele's personality and tips on life. The hashtag [#mymoment](#) is used through all social-media posts, strengthening the concept of leading a balanced life in the city.



## CRIS BARROS

Cris Barros's campaign is packed with artistic and sensory references. Inspired by the sound performance Nightmare for Piano and Drums by Bruno Palazzo and Ricardo Carioba, the collection portrays the four stages of sleep: wakefulness, sleep, dream and nightmare. [Cris Herrmann](#) and Evelyn Moraes pose in two settings: on a white backdrop in-studio and on the beach. Photography is by Nicole Heiniger and the surreal set is by Cassia Tabatini and Fernando Sapuppo. Styling is by Renata Corrêa who also takes on art direction with Roberto Cardoso. Beauty is by Silvio Giorgio and Cecilia Macedo. Creative direction is by Cris Barros.



## ELLUS

Ellus sportswear brings comfort and practicality to winter. With a young, streetwear feel, the campaign features Caroline Trentini, Ronaldo Martins and Lucas Gonzaga. Photography is by Nicole Heiniger, creative direction by Adriana Bozon and Rodolfo Souza, and art direction by Estela Padilla. With strong styling by Michael Vendola and beauty by Daniel Hernandez, the campaign is full of attitude, marking the importance of the athleisure trend in South America.



## ADRIANA BARRA

Adriana Barra's new collection is inspired by the Andes of Chile. With references to sports such as hiking, the campaign is sophisticated yet adventurous. The collection offers performance pieces such as waterproof raincoats, parkas and double-sided coats as well as fluid dresses and overalls in various prints inspired by the landscape and animals of the Andes. The campaign stars model [Daiane Conterato](#), photographed by Sándor Kiss in Serra da Bocaina. The styling is by Marcelo Barbosa and beauty by Lau Neves.





## FARM


Farm's AW 16/17 campaign is shot by Raphael Lucena and Carol Wehrs in a setting resembling an eco-village in the south of Brazil. The large cast includes models of different ages including Brisa Noronha, Ellen Rosa, Luiza Scandelari, Rebeca Campelo, Thiago Tamanini, Yascara Santos, Narriman Chede and Emily Franz. The 1970s-inspired collection and campaign are styled by creative director and brand manager Carlos Mach and Isadora Vilarim. Beauty by Cida Nogueira looks feminine and fresh.



## YOGINI

Yoga and lifestyle brand Yogini captures the essence of the rainforest in the new collection inspired by artist Cristina Schleder. Shot by Ivan Erick, styled by Marcio Banfi and art directed by Roberta Cardoso, the photos are a meditation on the exuberance and diversity of colours and textures of the rainforest which combine to form a natural kaleidoscope. Model [Cibele Ramm](#) stars in the campaign, with beauty by Cecilia Macedo.



NAIMA OTOÑO INVIERNO 2016 FASHION FILM CON DO...  



## NAIMA

Naíma casts [Dolores Fonzi](#) as its protagonist for the A/W 16/17 campaign titled Action, inspired by the film industry. With a 1990s mood, the campaign and collection are full of classic and basics looks. Styled by Josefina Bugallo, the images showcases the cosmopolitan New York woman that is the DNA of Naíma. Photography is by Patricio Battellini, film by Thomas Kelly, art direction by Studio Pardo and beauty by Ingeborg.



## MIXED

Mixed creative director Riccy Souza seeks inspiration in the tapestry, gastronomy, culture and the architecture of Istanbul. The feminine textures and tile patterns of the collection stand in a spicy colour palette of tones such as curry, saffron and cinnamon. Cameron Traiber stars in the campaign photographed by Bob Wolfenson, shot on a beautiful set that reproduces the richness of Turkish tapestry and culture. Beauty is by Silvio Giorgio.