

PINKO

Fall/Winter 2019 Advertising Campaign

Brave and decisive.

The new advertising campaign for the Fall/Winter 2019 season exalts the most authentic spirit of the Pinko woman, a curious creature who plays with her spontaneous femininity and sensuality to give a rock 'n roll and metropolitan vibe to the everyday life.

An iconic location, filled with magic and fascination, serves as the background of the images, vibrating with energy and determination, developed by an artistic team including photographers Mert Alas & Marcus Piggott, stylist Vanessa Reid and creative director Riccardo Ruini. Hanging between the deep blue of the London sky and the dark waters of the Thames, the Lightship 93, the wonderful fruit of attentive naval recovery and restoration works, with its bold red silhouette becomes the ideal stage for the audacious and strong femininity of the Pinko woman, embodied by the modern, fresh beauty of American model Madison Headrick.

She moves with confidence and a certain frisky attitude among the ship's red sheets wearing some of the most iconic pieces of the Pinko Fall/Winter 2019 collection. Revealing a seductive silhouette, a suit combines pinstriped Lurex pants with a sartorial blazer showing the waisted shape exalted by a maxi bow, while the utilitarian vibe of a black washed denim ensemble is enriched by the glamorous touch of a logo belt and of the Mini Love bags peppered by metallic accents. Sparkling reflections also steal the spotlight on the tops and skirts embellished with mirror mosaics and reach the climax on the coat where bouclé wool is paired with a metallic coated fabric, which makes the Pinko woman shine bright into the darkest night.

The irresistible Love Bag is offered in a wide range of models, materials and details, from precious metallic leather to glam-rock embellishments. An intriguing combination of metallic decors give a special touch to the Love Bag crafted from vintage-like leather punctuated by an allover decoration of studs and embellished with a chain juxtaposed to the comfortable leather strap. Echoing the image of a broken mirror, the Round Love Bag with her iconic sinuous silhouette reveals a vibrant decoration of mirrors drawing geometric graphics on this elegant and functional accessory, designed to steal the spotlight, in keeping with the Love Bag style... an iconic declaration of love to beauty.