



D A D A

Spring/Summer 2019

Rebellion against existing conventions, a sense of revolution and evolution - the literary and art movement of the early 20th century was the leading inspiration for the new Spring/Summer 2019 collection. Playing with clean patterns and unexpected logo interpretations, the new campaign is startling while staying true to the AIGNER DNA.

Besides bringing in a new perspective and breaking away from old habits, expressing one's own individuality is the core of the new "DADA" collection. The result is a combination that prompts lateral thinking: Clean designs facing a creative mix and match. Sophisticated accessories and a surprisingly colourful variety give the collection an unexpected freshness. Contrasting colours and colour blocking portray the pieces to be brisk, bold and gives the elements of the collection a tantalizing touch. Consequently the collection manages the balancing act between the desire for new beginnings and individuality while staying rooted as a luxury leather brand.

The principal idea of the **Spring/Summer 2019 collection** was interpreted by the photographer **Thomas Lohr** in the Big Sky Studios in London. Renowned for his demanding and ambitious portrayal of beauty he photographed the three campaign models Ginta Lapina, Gia Tang and Alyssah Ferial Ali. By using clean white and grey backgrounds he focused on the bags, accessories and clothes of the AIGNER Spring/Summer 2019 collection. Consciously reduced and kept pure, the products are always in the foreground and stand out with their unique designs. The three models represent the major regions where AIGNER operates: Europe, Middle East and Asia. They stand for the brand's internationality and diversity. Furthermore, the iconic AIGNER logo was interpreted in multiple new ways and got integrated in the campaign shots as well as the campaign pieces. This new way of dealing with the logo and AIGNER lettering bridge the gap to the campaign inspiration: **be DADA!**

Captured in a magazine, the motives and product images create a harmonious synergy and allow a deep insight into the world of AIGNER including bags, fashion, accessories, jewelry, sunglasses and shoes.



AIGNER

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