<u>тне</u> С U Т August 22, 2018

See the Newest Ad Campaigns for Fall

hile New Yorkers swelter in the July heat, fashion advertisers are already looking ahead to cooler temperatures. Fall 2018 ads are starting to hit the market, and they range from opulent to absurdist.

<u>Dior</u> models posed on Parisian streets in newsboy caps and plaid pleated skirts, while <u>Gucci</u> went for mundane excess: models wearing florals and lace, lounging in a beautiful home, surrounded by stacked dishes and walls covered in oil paintings.

For <u>Salvatore Ferragamo</u>'s campaign, <u>Harley Weir</u> photographed models draped in capes and leather coats and accessorized with signature Ferragamo shoes, boots, and accessories. Over at <u>Versace</u>, the brand unveiled their collection composed of garments in a black-and-white checkerboard print.

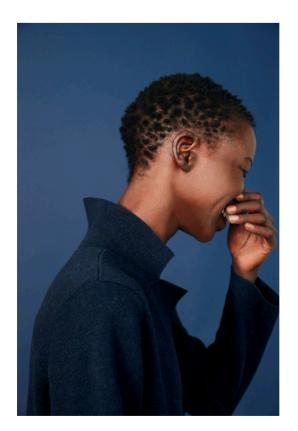
For <u>Prada</u>'s campaign, <u>Willy Vanderperre</u> photographed <u>Sarah Paulson</u> and Amanda Murphy in <u>a dreamscape</u> set on Las Vegas' famous Sunset Strip. He also photographed <u>Calvin Klein</u>'s <u>205W39NYC</u> campaign, which was shot in Utah, but looks more like outer space. The models, dressed in knit ski masks and oversize sunglasses, take on the qualities of high-fashion aliens.

Scroll through our gallery to see the latest fall 2018 fashion campaigns, and keep checking back as we add more to the list.



Erik Madigan Heck

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Eileen Fisher Photo: Erik Madigan Heck



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