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# See the Newest Ad Campaigns for Fall

While 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.

Dior models posed on Parisian streets in newsboy caps and plaid pleated skirts, while Gucci 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 Salvatore Ferragamo's campaign, Harley Weir photographed models draped in capes and leather coats and accessorized with signature Ferragamo shoes, boots, and accessories. Over at Versace, the brand unveiled their collection composed of garments in a black-and-white checkerboard print.

For Prada's campaign, Willy Vanderperre photographed Sarah Paulson and Amanda Murphy in a dreamscape set on Las Vegas' famous Sunset Strip. He also photographed Calvin Klein's 205W39NYC campaign, which was shot in Utah, but looks more like outer space. The models, dressed in knit ski masks and oversized 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.



Eileen Fisher Photo:  
Erik Madigan Heck

# THE CUT



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