

ALBERTO GUARDIANI



ADV AUTUMN WINTER 2014-15

The new Alberto Guardiani Fall/Winter 2014-15 campaign evokes the atmosphere of the Kreuzberg section of Berlin, a cosmopolitan outpost of the late 1970s.

A free and unconventional spirit is captured in Serge Guerand's photographs. Various backgrounds suggest a modern vintage mood

The unwavering mix of the brand's tradition, its natural inclination toward innovation, and its enthusiasm for stylistic research are represented by its edgy products that are full of *savoir-faire*. Their expression and personality are shown amidst sophisticated details and edgy spaces.

Resins, turquoise brush strokes, red hexagonal floors, and lived-in leathers tell the story of lives lived fully, in an atmosphere suspended between past and contemporary lifestyles.

Watch the video showing the making of the Fall/Winter 2014-15 campaign:

<http://www.albertoguardiani.com/en/our-world/blog-archives/2014/07/111743/ag-fw-1415.html>

Credits

PHOTOGRAPHER: SERGE GUERAND

CREATIVE DIRECTOR: GUYA GUARDIANI

STYLIST: EMANUELA FONTANA – REBECCA BAGLINI

MAKE UP: ADALBERTO PEZZAIOLI

HAIR STYLIST: MAURIZIO KULPERK

MODELS: TANEL - KATY

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