S I S L E Y

A LIFE UNDER SURVEILLANCE

Two celebrity couples who are constantly under the indiscreet eye of the modern media, are the main characters in the new Sisley SS 2014 campaign.

The new Sisley advertising campaign for Spring/Summer 2014 portrays the lives of two 'celebrity couples' who are adored by the media. Set in hedonistic and glossy New York, the campaign will feature the fashion icon **Julia Restoin Roitfeld**, the top model **Clément Chabernaud**, as well as the new faces in fashion, **Lindsey Wixson** and **Reuben Ramacher**. Young and famous, they are the new idols of stardom, the faces to be seen, the ones to watch and dream about. With a blasé charisma, they open the doors of a New York penthouse with breathtaking views, to be photographed, followed and adored by the scrutinizing lenses of the media. They portray the Sisley world: a captivating and unexpected blend of endearing personalities, of sexiness and modernity as well as unconventional coolness. A world that can be photographed, posted, tagged, shared, tweeted and retweeted multiple times as well as followed **on Sisley.com from January 16th, 2014**

Julia + Clément: she is **Julia Restoin Roitfeld**, uber-chic and ultra-blasé, an icon of French glamour and elegant sensuality, she is currently a model and an art director. A woman known for her captivating looks and style as well as her rock-chick attitude. Accompanying her, is **Clément Chabernaud**, the French top model, known for his edgy, sleek style as well as his modern good looks.

Lindsay + Reuben: **Lindsey Wixson**, is one of the industry's hottest new faces and a modern beauty with her plump lips, baby face and the gap toothed smile for which she is known recalling style icons Madonna, Lauren Hutton and a young Marianne Faithful. Next to her is **Reuben Ramacher**, the renowned Australian model with killer blue eyes and an androgynous and sexy style, reminiscent of Mick Jagger.

These are the new faces of Sisley S/S 2014, chosen to represent the brand's sexy, urban and contemporary essence, as well as its collections characterized by modern cuts, shapes, innovative fabrics as well as unexpected techniques and details.

These modern celebrities' lives are constantly monitored by a crew of journalists that broadcast everything they do. Like John and Yoko or Mick and Marianne, the young protagonists of the Sisley S/S 2014 campaign live under the relentless lens of a "Big Brother" world. A world under constant media scrutiny, hungry for fashion tips, ideas, styles to copy, for that urban, irreverent,

sensual and modern style which is synonymous today with Sisley's collections.

The young couples are captured by photographer **Sebastian Faena**, a young and creative Argentine with an innovative eye.

The new Sisley S/S 2014 campaign echoes the creative imagery of Fall/Winter 2013, where fans and online devotees were able to discover all the secrets behind the photo shoot with Georgia May Jagger through the brand's social media platforms.

From January 16th, the website Sisley.com will host a real show within a show. Not only will there be a wealth of exclusive backstage photos, but the site will also offer the opportunity to enjoy an authentic interactive experience – part multimedia story, part videogame. Visitors can move around the room of the New York penthouse where the photo shoot took place, switching their attention from the models to their looks, as well as to key pieces of S/S 2014 collection. A video will give access to the garments worn by the models, which can be bought directly from the shop.sisley.com website: in addition to buying them, viewers can explore all the technical details of the apparel presented.

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