

S I S L E Y

LET IT FLOW

Terry Richardson shoots Sisley's new campaign with wit, eroticism and freshness

LET IT FLOW is the forthcoming Sisley autumn-winter 2010/2011 advertising campaign for the launch of the brand's new collections for men and women.

There are surprises in store. The first is the return of photographer Terry Richardson who, for many years in the recent past, produced Sisley's best-known, most provocative campaigns. The second is the bond between the look and mood of next winter's collection and the brand's DNA, its essential, original, fascinatingly seductive style, an eternal distinctive trait of Sisley apparel.

So LET IT FLOW, don't take ourselves too seriously...

Thus, clothes and dress styles are set in the situations and places of daily life: a supermarket, a launderette, a pub. The normality of the atmosphere of suburban New York is seen through Richardson's unorthodox eye. If, on the one hand, in his paradoxical way he exposes the irony that is behind even the most innocent attitudes, on the other, he perceives and perfectly illustrates the collection's nature, which seeks above all to play at taking us by surprise.

Attraction and mockery, innocence and raciness, boldness and elegance are the magically harmonious opposites of the Sisley style, which Richardson's photos describe with clear irreverence on the pages of fashion magazines and newspapers and on small and large outdoor advertising in the world starting over the next few weeks.

For further information: www.sisley.com
www.benettongroup.com/press

July 2010