

Sisley - Autumn/Winter 2007 Campaign
Cinema mon amour

Sisley launches a decidedly star-struck advertising campaign for autumn-winter 2007/2008, perfectly in tune with the collection's movie mood.

Looking at the pictures, we cannot fail to wonder which films inspired Terry Richardson's voyeuristic lens.

As she seductively embraces young men in Sisley Uomo fashions, is Stephanie Seymour, a beauty icon of the 90s, alluding to Mrs Robinson's smouldering eroticism?

And does the naughtily innocent glance of the women's campaign protagonist - a sweet Heather Marks with flame-red nails - hint at Lolita?

Questions that go unanswered, left to linger in the movie memories of those who look at these highly-charged sexy pictures shot in a New York hotel suite.

A backdrop well-suited to Richardson's creativity. It goes without saying that he doesn't mimic but reinterprets his film recollections. In fact he believes that the beautiful Stephanie - even more fascinating than ever as she returns to modelling after marrying and having four children - is worthy of two very unembarrassed graduates. As for Heather's shameless flirting, Terry tells us quite clearly that it's directed at him and his lens, no longer at the meek Humbert Humbert.

Stories, fantasies and movie fan flashbacks animate the Sisley woman and man campaign, enriched by pictures taken from the Sisley Young collection with its ironically dandy style and exuberantly naughty ways.

The campaign - whose exceptional cast stars Stephanie Seymour - features Kate Young's styling and Nikko Amandonico's creative direction, with production by Energy Project. And, in keeping with many past seasons, Terry Richardson handled the campaign's bold, provocative photography; he should also be given credit for persuading his dear friend, Stephanie, to be a part of it.

The campaign will appear worldwide on posters and billboards, in magazines and shops.

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