

S I S L E Y

SISLEY PLEASURE FIRST

The FW22 Pleasure First campaign tells of a night in Berlin: an adventure experienced through the five senses that relaunches the brand's hedonistic, sensual heritage.

Presentation party in Milan on 19 September.

15 September 2022. Going home from work one evening in Berlin, a woman catches the eye of a charming young man and decides to follow him. So begins Sisley's new Fall Winter 22 ad campaign, which inaugurates a new course for the brand, revisiting the themes of hedonism, sensuality and freedom that have made it famous.

Following their senses, the protagonists of the campaign move from subway platforms to the corridors of a club and finally to a hotel room, in a constant search for pleasure: a forbidden kiss, the sound of amplified music, the ecstasy of the night and at last rest on the grass of Tempelhof Park at dawn.

The **Pleasure First** campaign represents the FW22 collection's spontaneous, self-confident style. The sensuality of the looks - based on Sisley's hallmark denim, outerwear and evolved basics - lies in the naturalness with which the women and men wear them and express their identity.

"The Fall Winter 22 ad campaign simultaneously expresses all of Sisley's heritage, and we are pleased with the work done with the team over the past year to relaunch the brand's strong urban identity," said Francesca Svab, Managing Director of the Sisley Business Unit.

Shot by Guilherme da Silva with styling by Tanya Jones, the campaign also includes a video that tells the story of Berlin nights. It will be broadcast on the brand's digital channels and from September it will air in the press, on billboards and online.

The **Pleasure First** campaign will be presented on 19 September in Milan with a celebratory event at the *Distretto Industriale*, a location that will be converted for the occasion into a space in pure Sisley style.

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