

S I S L E Y

LAWS OF ATTRACTION

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Sensually bold, the Spring Summer 23 campaign renews the brand's heritage. The launch event will feature a statue installation and a party that nods to contemporary art

In the lead up to Milan Fashion Week, Sisley is launching **Laws of Attraction**, its Spring Summer 23 campaign that evokes and renews the brand's heritage through two exceptional models - Iris Law and Xavier Serrano - and through a launch party that plays with the concepts of realism and artifice.

Authentic, sensual, confident. In Drew Vickers' shots, the two young models embody Sisley's aesthetic values and codes. The gestures are sometimes allusive, sometimes theatrical. The attitude is intimate, bold. Denim and black leather stand out as essential items in the Sisley wardrobe.

"I felt comfortable as the Sisley woman," says Iris Law, an emerging global fashion talent. *"Like me, the Sisley woman enjoys dominating and seducing - but playfully, without taking herself too seriously."*

The launch party will take place on Monday 20 February in the Tunnels of Milan's Central train Station, an unusual - and astonishing - location in the heart of the city. Like a contemporary art gallery, the space will display giant photographs of the campaign's images and a two-metre-high sculpture depicting Iris Law reclining on a limousine.

After the event, the monumental installation depicting Iris Law on a limousine will travel through the streets of Milan as far as Piazza San Carlo, and then on to Florence, bringing Sisley's Laws of Attraction to the public. Passers-by will be able to take a closer look at the details of the silicone work created by expert Italian craftsmen. While on the one hand, the statue pays tribute to hyperrealism, on the other it happily knocks its underlying principles topsy-turvy, playing with proportions and with the concept of icon, so central to the world of fashion.

With **Laws of Attraction**, Sisley continues to pursue its relaunch through an integrated strategy encompassing products, stores and communication. The Spring Summer 23 campaign will feature in leading newspapers and fashion magazines, both online and offline.

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