

**A ROMANTIC BREAK IN THE COUNTRYSIDE OUTSIDE PARIS TOLD IN
REAL TIME**

***The new Sisley Autumn/Winter campaign is revealed online, from
Friday 10 May, through an original social-media event #sisleylive***

The romantic French getaway break of a young, famous, cool and sexy couple. This is the story of the new Sisley A/W 2013 campaign: on Friday 10 May it will be première and shared through a multi-channel social platform. The two models in the photos are Georgia May Jagger and Josh McLellan, a couple on the set and in real life, captured by the impertinent, sensuous lens of French photographer Olivier Zahm.

For the first time, the campaign shoot will be revealed in real time via an original social event #sisleylive launched through the main social media, from Facebook and Twitter to Instagram, Vine and Tumblr. A reality show of snatches, clues, glimpses of intimacy; different stories which web visitors will piece together using their fantasy and a touch of imagination.

In an interplay of allusions where fantasy and reality overlap, somewhere between intimacy and a photo shoot, a series of stolen shots will reveal the romantic getaway of a thoroughly urban couple immersed - as if by magic - in the salons of a magnificent mansion in the countryside outside Paris. A villa that time has forgotten, mysterious and intriguing, where we can discover the soul and style of the upcoming Sisley collection.

Since 1992, Olivier Zahm has been Editor-in-Chief and Publisher of *Purple Fashion*, a biannual art and fashion magazine. As a freelance arts journalist, he contributed to *Artforum*, *Flash Art*, *Art Press* and *Texte Zur Kunst* during the 1980s and early 1990s, and has curated selected exhibitions at institutions around the world, including PS1, MoMA and Centre Pompidou. Zahm also runs the Paris-based think tank Purple Institute, and he founded the photoblog *Purple Diary* in 2009. His photographic works have been exhibited at Half Gallery in New York, Colette in Paris, Leadapron in Los Angeles, and The Last Gallery in Tokyo.

Sisley is a brand with a contemporary, sensuous style, created by modern, unconventional lines, where black leaves room for bright, vibrant colours, animated by tailoring and textures with an urban vibe.

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