



ESCADA

## ESCADA INTRODUCES THE NEW SPRING/SUMMER 2023 CAMPAIGN

Jordan, a country of contrasts beckons you to daydream and reawakens your sense of summer. The ideal setting to showcase the new ESCADA collections. A lush waterscape and the distinctiveness of the Dead Sea and the desert Wadi Rum, provide the perfect backdrop for ESCADA.

Who does not wish for endless summer days, pink sunsets,  
and that special summer feeling?

An enchanting setting in which to display our most beautiful ESCADA apparel. Fashion is the armor we wear to protect ourselves from the realities of everyday life.

Everyday exuberance is a disguise worn while we attempt to strike a balance between a desire for distinction and a desire for assimilation or belonging.

Dressing up can make us happy and has a strong connection to illusion, belief, magic, imagination, and protection. Being yourself is the key to this **ESCADA Spring/Summer 2023** collection. You decide who you are and what you want to express through your apparel and way of life.

To highlight these collection inspiration keywords, the chosen campaign location relates flawlessly to the new collection. Jordan, with its mystical and surreal landscapes, empowers us to escape into our imaginations.

The ESCADA Sport imagery immersed us in the incredible landscape formations of the Dead Sea. The world-famous salt reefs are surreal and breathtakingly beautiful, just like the ESCADA SPORT collection.

Continuing with ESCADA ML, set in the endless expanse and beauty of Jordan's desert, Wadi Rum. Breathtaking rock formations and bold colors, which are also the ESCADA collection's trademark, provide an environment full of magic, imagination, and illusion.

ESCADA ML skillfully transports you to a real / surreal land of dreams and invites you to experience and discover the new ESCADA collections in Jordan's breathtaking beauty.

*It's time to fantasize with us...*

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MODEL: LISE OLSEN   PHOTOGRAPHY: INGO BRACK  
VIDEO: ANDRAS RA   HAIR & MAKEUP: JOHN ELLIOTT  
CREATIVE PRODUCTION MANAGER: ANNA GLINSKI  
DIGITAL ASSISTANT/PHOTOGRAPHY: ALEXANDER ZAHN  
PRODUCTION: FILMMINGO / LINA ABU REZEQ  
LOCATION: DEAD SEA, JORDAN

**CONTACT**

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**ABOUT ESCADA**

Founded in 1978 by Margaretha and Wolfgang Ley, the ESCADA brand is rooted in a confident and elegant vision of femininity, underscored by refined quality and workmanship. Over its 40-year history, its renowned love of bold colour, print and detail have attracted a devoted global following and now, these codes are given a distinctly contemporary twist.