



ESCADA

FALL / WINTER 2023 - ICELAND -5° CELSIUS

ESCADA INTRODUCES THE NEW FALL/WINTER 2023 CAMPAIGN

The launch of the new ESCADA campaign is just around the corner.
ESCADA & ESCADA SPORT, FALL WINTER 2023.

This year's ESCADA collection, the shooting, and an amazing model
are convincing. A liaison that creates something unique.

Iceland is a country of limitless potential, natural powers, and spectacular beauty.
The observer is taken away by the unique black beaches, rock formations, and bizarre
landscapes. The ideal setting for ESCADA's new Fall/Winter campaign.

Every single time, staging the collection in an enchanting environment is a delight.
The ESCADA DNA, color, unfolds flawlessly in unison with the gorgeous surroundings and
nature of Iceland. Kinga, the campaign's heroine, is a real ESCADA beauty. She enchants
and brings the observer under her spell by being classic, feminine,
but also fascinating and magical.

ESCADA Mainline is set on "Vik / the Black Beach", one of the world's most
beautiful and enchanting beaches. The inherent power of the white waves
beating across the black sand transports the observer into a universe of
natural forces.

ESCADA Sport, on the other hand, is displayed among Iceland's
stunning rock formations, imaginative surfaces, and distinctive rocks.

There is no doubt that this ad campaign showcases the ESCADA lines in the
best possible light. Enjoy the tour and explore the new collection's range of color,
silhouettes and shapes, as well as a trip to the breathtaking Iceland...

It's time to fantasize with us...

MODEL: KINGA TROJAN PHOTOGRAPHY: INGO BRACK VIDEO: MAXIMILIAN ZAHN
HAIR & MAKEUP: JOHN ELLIOTT CREATIVE PRODUCTION MANAGER: ANNA GLINSKI
DIGITAL ASSISTANT/PHOTOGRAPHY: ALEXANDER ZAHN
PRODUCTION: ON THE ROCKS PRODUCTIONS ICELAND
LOCATION: ICELAND / VIK / BLACK BEACH

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.