

COCCINELLE

A feminine and cosmopolitan woman for Coccinelle's Spring/Summer advertising campaign

The latest Coccinelle advertising campaign for the upcoming Spring-Summer season is set in the elegant and sophisticated atmosphere of Monte Carlo and focuses on the easy-chic style of bags designed for women who have a feminine and seductive soul, as well as being confident women of the world.

The photos are the work of Stefano Galuzzi and feature Canadian top model Julia Dunstall and four of Coccinelle's "it-bags" for next spring and summer: the Stripe, Dylan, Grace and Jane.

The immediate and dynamical appeal of the four images catch your eye and the natural look of the shots seem "stolen" from moments of daily life that any woman will easily identify with. Photos that look real, authentic and accessible, simple yet sophisticated and credible, against a backdrop of a genuine, yet only vaguely recognisable, location.

The campaign will run in leading magazines in Italy, UK, Germany and Russia, starting from January 2010.

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