

Fashion

Naomi Campbell is the New Face of Pinko

Tess Matson - 27/01/2012

Pinko, a high-end Italian clothing brand, has chosen its' newest ambassador for the 2012 spring/summer collection, top model Naomi Campbell. She is taking over for Carmen Kass, the previous campaign star for the fall 2011 collection. Being that this is not the first collaboration between the two, Naomi can personify the attitude of the line seamlessly as well as being able to parallel the femininity and elegance found in the brand.



The photo shoot took place in Paris, shot by the renowned pair of photographers Daniele Duella & Iango Henzi. The duo has captured the movement and lightness of the new collection, which is evident from the chic winged affect of Naomi's empire waist, pleated maxi dress in one of the campaign's photos. Other shots show off the playfulness, while at the same time, the gracefulness of the clothing. The new advertisements for the campaign are all in black and a white, a choice that gives the campaign a classic and timeless feeling.

Pinko was founded by Pietro Negra and Crisitna Rubini who have created a brand style that is fashionable, sophisticated, but at the same time, a little rebellious. Based in Italy, with five of its stores in Milan, it wasn't hard for Pinko to become internationally known as making distinct and exceptional clothing in the fashion industry.

www.pinko.com