

Coccinelle inspired by Italy in Fall ad campaign



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Italian actress Valentina Bellè wears the Anais bag by Coccinelle in the FW20 ad campaign

Coccinelle's Fall/Winter 20/21 campaign is fronted by Italian actress Valentina Bellè, with an all-Italian team including the campaign's photographer and director, Luca Campri.

Bellè is one of Italy's most highly regarded actresses and has appeared in a number of international productions. In one of her latest movies, she stars with actors Dustin Hoffman and Toni Servillo.

Campri, who shot the FW20/21 campaign in Milan, said: "It was important for us to work with an Italian brand that enjoys international prestige, on a proudly local production that would provide a showcase for some of our country's leading talents. With the health crisis at an end, I think these decisions are important to relaunch the image of Italian creativity, which has always been internationally recognized for its ability to generate beauty in the visual and non-visual arts."

The campaign image of Bellè wearing the Anais bag was designed to be cinematographic. It was shot on a studio set where intense blue walls are lit by a pictorial light from behind a curtain, creating a romantic, dreamlike atmosphere. This was enhanced by the decision to work with analog techniques on both the photos and the video, whose soundtrack evokes the golden age of Italian cinema.

The stylist Vittoria Cerciello was inspired by the look of several famous actresses from the second half of the 1960s and early 1970s: “women who became symbols of self-determination and emancipation for present and future generations”, Coccinelle said.