STRADIVARIUS

Not another summer movie

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The editorial ‘Not Another Summer Movie’ immortalises the new Stradivarius collection with a shoot full of humour and cinematic references, where fashion itself and the styles are the guiding thread.

The brand turns its two models into film directors imagining what the trailer for a perfect summer would look like. The campaign is both a style statement and a satire on friendship and self-expression.

Two friends under an infinite sky reliving summer cliché, small dramas and, above all, have a great time. An editorial that celebrates the idea of dressing up as if every day were a key scene in a comedy, because sometimes the script is the least important thing, and it is the wardrobe that saves the film.

The protagonists wear a collection composed of flowing blouses, set ups with embroidery in blue or total white, jorts, linen shirts, maxi belts and the iconic skort. The garments are accompanied by accessories such as raffia bags, caps and Roman sandals.

In short, a collection that reaffirms that, even when everything seems improvised, style has the power to bring order to chaos.