

SS25 Campaign

/24 February, 2025

Stradivarius' new SS25 campaign is immersed in a tale of contrasts, where urban life merges with the serenity of the countryside. City Girl Meets The Countryside captures the essence of girls seeking a balance between the hustle and bustle of city life and the desire to unwind and rediscover a more leisurely lifestyle. With garments that combine practicality and elegance, this collection is for those who want to immerse themselves in new routines without losing their essence.

The setting for this campaign is a house in the countryside, surrounded by nature and silence. In this idyllic setting, the protagonist spends her afternoons among books and gardens, where time for reflection makes her recognise the desire to embrace a quieter life, recharging her strength for the challenges to come.

The new Stradivarius campaign seeks to transmit the reconnection with real life, authenticity and enthusiasm, through a curious, optimistic and dreamy girl who wears looks made up of garments that this season are presented as essential.

Jeans, in shades of brown and beige, are the main protagonists, with new cuts, as well as Bermuda shorts and wide fits in denim. Ruffles and flounces on dresses, skirts and blouses add a romantic and feminine touch to the collection, while the suede effect takes on a strong presence on jackets, fringed jackets, blazers, boots and bags.