



Calvin Klein Jeans Together in Denim Fall 2018 Ad Campaign

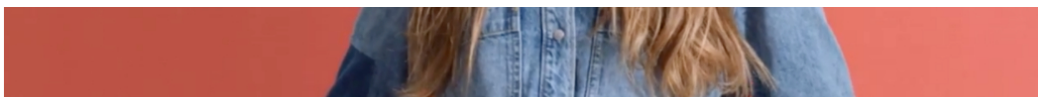
Calvin Klein Jeans has written a new chapter in its #MYCALVINS' story, enlisting Lloyd & Co and Willy Vanderperre for their fall 2018 *Together in Denim* campaign.

A collection of 36 protagonist gathered by casting director Ashley Brokaw straddle an oversized billboard without borders inspired by the American flag. Part political statement about unification, part nod to the heritage of American denim, and all smart. Kaia and Presley Gerber, Bizar Slovak, Megan Will, Vanessa Vigil Lulu Tenney, Fernando Albaladejo, Dylan Christensen, and Ernesto Cervantes are just a few of the diverse cast that gathers to remind the world that together we are better than apart.

The film and creative direction from the collaborative effort of Raf Simons and Doug Lloyd once again reminds us that when done right fashion storytelling can be bigger than the brand itself and create iconic moments. Emotional moments that bring people together. Albeit that is why they entitled the campaign as they did, but still.

The billboard prop itself is really well conceived and the rolling hills and valley well represents 'anywhere Americana' enabling the audience to feel even more a part of the houses landscape. That sentiment is echos in the 'Meet the Cast' film which in this case becomes more of *It's A Small World* than *Yankee Doodle Dandy*. Another come together moment and all worth a look.





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Calvin Klein Chief Creative Officer | Raf Simons

Agency | Iloyd & Co.

Creative Director | Doug Lloyd

Photographer | Willy Vanderperre

Models | Ariel Nicholson, Dominic Augustin, Eniola Abioro, Ernesto Cervantes, Felix Prabitiz, Fernando Albaladejo, Franco Schicka, Hyun Ji Shin, Kai Bomholtz, Kaia Gerber, Lulu Tenney, Miles Brown, Noah Servi, Presley Gerber, Samantha Ellsworth, Selena Forrest, & Skylar Tartz

Stylist | Olivier Rizzo

Hair | Anthony Turner

Makeup | Lynsey Alexander

Casting Director | Ashley Brokaw

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