

## **BRYAN ADAMS x WINDSOR.**

**World star Bryan Adams devised the concept for and photographed the new windsor. Spring/Summer 2019 campaign. windsor. consistently pursues the strategy, to put celebrities who lend their visual interpretation of the brand to the campaign, behind the camera. By calling upon prominent protagonists, windsor. drives the internationalisation and appeal of the brand.**

*Kreuzlingen, October 2018*

Following Helena Christensen, another world-renowned star photographer is standing behind the camera for windsor. The native Canadian is truly multitalented, just like Christensen before him – Bryan Adams celebrated international success as far back as the early 80s as a musician and composer. Parallel to his musical talent, Adams has been dedicated to his second passion – photography – since the 90s. His portfolio contains impressive portraits of, for example, the Queen along with countless international VIPs. But fashion photography is also an integral part of his photographic oeuvre – in Berlin, Adams even founded his own magazine for contemporary photography titled ZOO MAGAZINE, where fashion plays a central role. Adams also owns ateliers in Berlin and thus emphasizes his personal connection to Germany as a creative hub.

**Now, for the first time, Bryan Adams is in charge of photographing the image campaign for the premium German brand windsor.**

windsor. is consequently further pursuing the strategy of communicating internationalisation and thus sustainably strengthening the brand's appeal and popularity. The further intention here is creating greater brand recognition and bringing the emotional experience of a global lifestyle brand to international retailers and consumers.

*“We are consistently continuing what we have started: Strong personalities who present our collections and create expressive and modern images. I am proud of this cooperation and I'm certain that this campaign will capture the attention of the end consumer.”*

*- Jan Mangold, Managing Brand Director windsor. –*

The first contact to Bryan Adams was made a good two years ago – at the time when he photographed Danish actor Mads Mikkelsen “dressed in windsor.” for an expressive fashion editorial in his ZOO MAGAZINE.

*“I was thrilled to be asked to shoot the new windsor. campaign. Fashion photography is nice work if you can get it. I'm glad the team was receptive to my ideas regarding the set, etc. I think it worked out really well. ”*

*- Bryan Adams on working together with windsor. -*

Trust and a good mutual feeling were the ideal conditions for the continued successful cooperation between Adams and windsor. The result: charismatic campaign images that convey the modern style of the windsor. brand. Thanks to Adams' unique visual imagery and the faces of the international campaign, Ronja Furrer and Tobias Sorensen, the brand attributes – independence, timeless style & nonchalance – were perfectly captured.

With its Spring/Summer 2019 image campaign “**photographed by Bryan Adams**”, windsor. continues to drive the expansion of the brand presence and thus seamlessly follows the success of the last campaign.

The launch of the new campaign begins in early January 2019 and will be supported by targeted national and international marketing activities. In addition to classical advertisements, these will include greater use of online channels and out-of-home channels along with the development of corresponding PoS packages, which will support sales at selected retailers and in windsor. stores.

Photographer:	Bryan Adams
Female Model:	Ronja Furrer
Male Model:	Tobias Sorensen
Collection inspiration:	Buenos Aires
Creative Direction:	INKcorporated GmbH, Munich
Location:	Daylight Studio, Paris
Campaign Launch:	January 2019