

windsor.

HELENA CHRISTENSEN X WINDSOR.

International star-photographer Helena Christensen captures the new windsor. Fall/Winter 2018/19 campaign. In doing so, the brand sets a strong signal and clearly indicates its ambitions in the areas brand awareness and growing internationalisation.

Kreuzlingen, May 2018

Helena Christensen is a true multitalent. The 49-year-old is not only a celebrated superstar in front of the camera, but also behind it. With her fine-tuned photographic instinct, the native Dane has long become a favourite on the celebrity scene. Her portraits of model-colleague Naomi Campbell, screen star Juliane Moore or style icon Liv Tylor make her portfolio look like the “Who’s Who in Hollywood”.

Christensen already discovered her passion for photography early on and has long since turned this art form into her second professional career. Her identification with both sides, her skilled change of perspective before and behind the camera lens along with her international mindset brought Helena Christensen a respected reputation in the photography scene.

Global fashion magazines, such as the prestigious American Vogue or Harper’s Bazaar, currently belong to her clientele along with international luxury goods companies like Swarovski, Rag & Bone or Ungaro Haute Couture, for which she has previously shot several global photo campaigns.

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

With this cooperation, Jan Mangold – Managing Director windsor. – is placing the clear and strategic focus on the continued growth of the brand awareness and is investing in the overarching appeal of windsor. on the international market.

“Helena Christensen is giving a new dimension to our internationalisation efforts. With her, we were able to win a real fashion scene idol for our brand and set a global milestone for windsor.”

Jan Mangold, Managing Brand Director windsor.

La nouvelle campagne est le fruit de l’histoire commune qui lie windsor. à Helena Christensen et de la confiance mutuelle qui en est née. Helena Christensen incarne la marque à la perfection. Pour elle, le style windsor. pourrait se décrire ainsi :

« windsor. renvoie avant tout une image intemporelle et pleine d’élégance, profondément ancrée dans l’air du temps. La femme windsor. est raffinée, intelligente et indépendante. » Helena Christensen, à propos du style windsor.

Christensen was previously a windsor. model herself after the turn of the millennium. Initially as face of the campaign and subsequently with her portrait by art photographer Sam Samore for the premium German

windsor.

brand's windsor. Art Collection. The work has become an integral part of the company's contemporary art collection and can be viewed in the windsor. store in Munich.

The history shared between windsor. and Christensen and the ensuing trust were the perfect point of departure for the concept of the new campaign. Christensen perfectly personifies the windsor. style and, to quote her, describes it as follows:

"Timelessness and elegance are the two principal characteristics of the windsor. style, which simultaneously has an incredibly modern look. The typical windsor. customer is elegant, intelligent and independent", says Helena Christensen about the style of women who choose windsor.

TOKIO, the current collection theme, was therefore photographed in a cineastic realisation in New York City, Helena's chosen home. The star photographer knows the Japanese capital well and finds it fascinating – ideal conditions for the creative process with Christensen and her team.

The stylistic concept was modelled after one of Christensen's favourite films, "In the Mood for Love" by Hongkong director Wong Kar-Wai, whose awards include the Golden Palm at the 2000 Cannes Film Festival. The line-up in front of the camera was no less international: Brazilian top model Bruna Tenório and charismatic Frenchman Guillaume Macé – model and architect – are the new faces of the campaign for the Fall/Winter 2018-19 season.

windsor. sets a milestone with its Fall/Winter 2018-19 image campaign and clearly expands its brand presence. The launch of the new campaign – photographed by Helena Christensen – begins in July 2018 and will be supported by large-scale 360° advertising and marketing activities.

In addition to classical media, the new campaign will also be advertised for the first time on targeted social media and online channels, in order to reach the brand's international clientele. This also includes planning for large-scale window display concepts with selected top retail partners and intensive POS marketing.

Photographer:	Helena Christensen
Female Model:	Bruna Tenório
Male Model:	Guillaume Macé
Collection inspiration:	TOKIO
shooting location:	The Jane Hotel, New York City
Creative Direction:	INKcorporated GmbH
Launch Campaign:	July 2018

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