

# alain mikli

paris

## ALAIN MIKLI PRESENTS THE FALL WINTER 2018 CAMPAIGN 'REBELLE, REBELLE'



The Alain Mikli Fall Winter 2018 campaign '**Rebelle, Rebelle**' draws inspiration from the creative fluidity of the late 1970's and 1980's. Influenced by the playful and provocative photography of Antonio Lopez, whose cinematic work dominated the era. The campaign set design was styled as an 80's industrial artist loft with the likes of New Order and David Bowie bouncing off the empty set walls.

The campaign offers a fresh point of view, using the feminine perspective, empowering both female photographer and model. Through the use of a vintage Polaroid camera and Instamatic lenses, fashion photographer, **Alana O'Herlihy** was able to freely focus on the creative nature of the shoot. **O'Herlihy's** natural ability to encapsulate raw and intimate moments brought this campaign to life. Rising talents **Cuba Tornado Scott** and **Luka Isaac** star in the campaign, experimenting with gender role reversal through the female gaze.

"When thinking about this campaign, I thought about which version of the Mikli woman I wanted to portray. Both the brand and the campaign are deeply rooted in the 70's and 80's. This era was influenced by male photographers that were predominantly behind the camera. I liked the idea of shifting this perspective by having a woman capture these moments instead.

Alana felt like the natural choice because of her ability to depict the female spirit in a bold but playful way. When casting, Cuba instantly came to mind as I remembered her strong attitude that exuded from the pages of magazines. Once on set, their self-confidence matched each other perfectly and I couldn't be more thrilled with the images."-Giampiero Tagliaferri, Creative Director of Alain Mikli

## **Cuba Tornado Scott**

Cuba Tornado Scott descends from a family of Hollywood elites; her grandfather is legendary director Ridley Scott. Straying from the path of film, Cuba is an artist, an equestrian, and model. Scott's editorial credits include several international publications of Vogue and she has walked the runway for luxury brands like Dior and Chanel.

## **Luka Isaac**

Luka Isaac is one of eight models signed to the exclusive Kate Moss Agency. The South of France native founded the infamous Kaliante Party in Paris in 2016. It was through this business venture that he was discovered by the world of fashion and signed with the Kate Moss Agency. Isaac continues to have a strong presence in the nightlife industry and is currently developing a techno project called LKNF that will debut this year.

## **Alana O'Herlihy**

Alana O'Herlihy is a rising New York based photographer and visual artist who specializes in mixed media. O'Herlihy is known for self-portraits where she impersonates various celebrities. Her stunning editorial work has been featured in a wide range of publications. She has also worked closely with many luxury brands like Dior, Chrome Hearts, and Tommy x Gigi. Her artwork has been featured in various art galleries in New York City and Los Angeles.

## **ABOUT ALAIN MIKLI**

The brand was founded in 1978 in Paris, pioneering the idea of wearing eyewear as an accessory. Since then, Alain Mikli has been synonymous with provocation and distinctiveness thanks to the unique designs and exclusive color combinations. Throughout the eighties and nineties, the brand strongly influenced the direction of the eyewear industry, and aligned with iconic brands, artists and photographers who shared a common aesthetic vision. The intention behind the designs has always been exclusive - selectively targeting an audience of tastemakers and creatives globally. To see. To be seen.

## **MEDIA CONTACT**

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