Juicy Couture launches animé-inspired UK and Europe campaign

By Sandra Halliday - 18 March 2022

Juicy Couture UK and Europe launched its latest collection and campaign on Friday with the SS22 product offer “celebrated in a seductive campaign informed by classic animé, subversive fairytales and star-crossed lovers”.

It takes inspiration from cult classic 1981 animé film, The Sea Prince and The Fire Child, which is based on Romeo and Juliet. In the film, Sirius and Malta — the children of the gods of fire and water — fall in love, and fight to stay together in the face of many challenges.

The images were shot by photographer Jenny Brough, with styling by Georgia Pendlebury, and creative direction from creative agency Raven. The cast of two are seen as tooth-gem-wearing pixies in a poison garden, or emerging from the centre of marshmallow-like clouds lit from within.

As for the product, for SS22, Juicy Couture has developed its velour with “all-new” ombré washes and “bold” floral prints. Terry towelling button-through shirts and an all-new monogram denim come as crop tops, jackets and jeans in acid-washed pink and indigo. There are also wrap dresses with contrast piping and graphic tees that are “festival-ready”.

Meanwhile Juicy Couture Sport features yoga-inspired fits in pastels and rib velour, plus accessories such as monogram terry-towelling bucket hats, shoulder bags and pool slides.