

S I S L E Y

Sisley relaunches its denim

"Denim for Two": Sisley's SS25 campaign is a tribute to the brand's stylistic heritage, told through a story of hedonism and attraction between two young people, set in a villa in Cannes

Treviso, February 14, 2025 - Sisley, an urban lifestyle brand boasting a hedonistic spirit, presents the SS25 collection with "Denim For Two", a campaign shot by photographer Sebastián Faena that is a tribute to the origins and values of the brand.

"We have been making jeans since 1968 and every pair is designed to be lived in." So states the incipit of the manifesto that guides the new Spring Summer 2025 campaign. Two protagonists, a 100% denim story. Together, Swedish model Simona Kust - who debuted with Yves Saint Laurent - and Raphael Diogo - an American model of Brazilian origin with a background in Ju-Jitsu - embody the duality of Sisley denim: strength and sensuality, contemporaneity and timeless charm.

The backdrop for the campaign is the Villa Galaxie in Cannes, an iconic glass and steel 1960s residence overlooking the Mediterranean Sea. Thus the brand returns to its French origins, hosted in an emblematic location where modernity dialogues with nature, reprising the theme of the double.

The intimate and luminous photography bears the signature of Sebastián Faena. An Argentine director and photographer born in 1990, Faena has already worked for some of the most famous magazines in the fashion industry including *Vogue Italia*, *Harper's Bazaar*, *Vanity Fair* and *V Magazine* with a gaze capable of narrating fashion and above all the stories that run through it.

"Denim For Two" is the beginning of a new story for Sisley denim, born from archive research and stylistic evolution. For SS25 the codes of the 1980s and 2000s merge into a modern aesthetic: the fits have evolved, but retain heritage details, such as the tag with the historic claims "Relaxed Elegance" and "For Country or City Walks". The women's fits range from slim, straight and tapered to wide leg and chino; for men the choices include skinny, slim, regular and carrot. Each model is designed to be worn in total freedom, whether in the city or in nature, whether alone or with one's partner.

The "Denim For Two" campaign is the starting point of a 360-degree strategy to reaffirm the role of denim in Sisley's DNA. A long-term programme that will translate into a greater presence in physical and digital touchpoints, with special windows in flagship stores and a dedicated focus in the first months of 2025.

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