

# LIU·JO

MILANO

## LIU JO The New Glam

**Liu Jo presents the new campaign for Spring-Summer 2024**

*Glam*  
*It's an attitude. A vibe.*  
*A confidence booster.*  
*A promise to the world.*  
*It's about being effortlessly cool yet stylish.*  
*Sexy yet comfortable.*  
*Bold yet refined.*  
*It's an invitation to come together.*  
*Have a blast. Live our dreams.*  
*Savour every moment.*  
*This is Liu Jo.*  
*This is*  
*The New Glam.*

*Liu Jo is The New Glam:* with the words of its new manifesto, the brand emphatically proclaims an evolutionary journey aimed at consolidating a connection between individuality and fashion, breaking away from mere appearance to delve deeper into a discussion that is primarily to do with self-expression.

The New Glam is a novel vision, an attitude, a feeling, an injection of self-confidence, but also a promise to the world, to those who see - and will see - in Liu Jo the voice of multifaceted men and women at ease with their own contradictions, ready to embrace life with audacity and enthusiasm. Liu Jo becomes the portrait of a current identifying fashion, free to embrace the various different personalities, dreams and 'imperfections'.

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Three values form the foundations of this new direction: Glam is Everyday, Glam is Inside and Glam is Together. By way of these affirmations, the brand wishes to express a style statement that invites you to take care of yourself, others and our planet. Embracing this vision means embracing the contemporary world, abundant in contrasts and contradictions and - for this very reason - unique.

The campaign for Spring-Summer 2024 comprises a series of stories that intertwine, writing new chapters for the brand. The images come to life amidst Roman streets and elegant buildings, where Liu Jo's infinite facets are expressed through different male and female personalities. Images that are never static, in which the soundtrack reverberates in the various gestures and colours, in the lights that harmonise both backdrop and people. Landscapes, looks, everyday moments and different personalities thus alternate in a narrative that is spontaneous and captivating, magnetic and empathetic.

All the brand's signature styles are re-interpreted in looks intended to convey the desire to dress and express oneself. Head-to-toe denim looks, feather tops and tailored suits acquire character depending on how they are styled, rendering them garments to be worn for everyday activities as per one's style or imagination. Completing the outfits is the brand's new icon bag - Liu Jo LaPuffy - which, with its compact size, versatile silhouette and pastel hues, presents itself as the season's 'object of desire'.

*"Each and every one of us is a mélange of different facets, imperfections and details, unique and special singularities that Liu Jo has always wanted to share and enhance. The new campaign - The New Glam - aims to bring together contrasting perspectives in a celebration of the exploration of togetherness and, at the same time, the power of individuality. Liu Jo is each of us thanks to the brand's style, which is cool yet elegant, sexy yet casual, bold yet sophisticated, as well as sustainable and desirable, with ever-attentive emphasis on individual needs and desires",* commented Marco Marchi, CEO and founder of Liu Jo.