

S I S L E Y

**THE GEOMETRY OF FASHION.
VANESSA BEECROFT FOR SISLEY.**

**The Spring Summer 2017 campaign bears the Italian artist's
unmistakable conceptual image.**

Sisley invited contemporary artist Vanessa Beecroft to conceptualize the campaign for the new Spring Summer 2017 collection, which is set to launch this February. The campaign displays Vanessa Beecroft's visual and conceptual style, the geometric approach, the focus on the human body, and aesthetics.

For more than twenty years Beecroft's work has encompassed performance art, painting, photography, and sculpture. Her works have received international recognition, and have been exhibited in the most renowned art institutions, such as the Guggenheim Museum in New York, the National Gallery in London, and the Venice Biennale.

Women have always been a major research subject for the Italian-born and Los Angeles based artist, who refers to pictures of models found in Vogue Italia as being among the very first inspirations for her art. "My early work stood between the knowledge I had of paintings, the women I saw in the street, and the iconic images and photographs of Vogue Italia. It was there that I began to use fashion, but also to contradict it, desecrating certain aspects of fashion and emphasizing others."

"The reason I have recently decided to work with the fashion industry itself on certain projects is that I believe I can go beyond fashion itself and create an image that makes reference to geometry, painting, and colors," explained the artist. "I liked the challenge because it's a completely different world to the one I usually work in, and so it was also a form of research."

The men and women of different ethnicities and styles, unite in a solid, indivisible formation.

Each of the six campaign images presents a rectangular formation of thirty-five male and female models, grouped to form three different color arrangements. This is technique, which recurs in her work, reflects Beecroft's fascination with assembly and the formation of groups, and is a typical element of the artist's style.

Following work with ambassadors from the music industry, the collaboration with an artist of international reputation is proof of Sisley's effort to experiment, push boundaries, and explore new and challenging territories. It is the same motivation that seems to have convinced Beecroft to accept Sisley's invitation. "Would I be able to achieve unity with male and female, black and white, multiple colors, chaos and order? The answer is yes."

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