

BUZZ STYLE



LILY COLLINS FRONTS CALVIN KLEIN SPRING CAMPAIGN

Lily Collins has been revealed as the new face of Calvin Klein's Spring 2025 campaign. The *Emily in Paris* star is featured in a series of captivating still photos and social media videos, directed and shot by Charlotte Wales, showcasing pieces from the brand's spring collection. Collins models a range of looks that reflect Calvin Klein's day-to-night dressing ethos, including a textured Tech vest and blazer, a viscose ribbed maxi dress, a crepe printed slip dress, a matte satin midi skirt, and a jacquard stripe popover shirt. She also wears sporty pieces from the Calvin Klein Studio collection, such as the '90s trucker jacket and '90s straight jeans, both crafted from Cone Denim.



April

THIS MONTH'S HOT STYLE NEWS



Bella Hadid Brings Her Cowgirl Style to Frankies Bikinis

Supermodel Bella Hadid has collaborated with Frankies Bikinis on a cowgirl-inspired swimwear collection. Photographed by Alana O'Herlihy and styled by Molly Dickson, the Bella Hadid x Frankies Bikinis line features gingham dresses with lace detailing, cosy lounge sets, and new patterns of the brand's bestselling swimwear silhouettes. Suede and denim fabrics, alongside belt buckle details, enhance the collection's Western appeal. The 108-piece collection will be released in three drops, with the first in March, followed by additional drops in April and June 2025.



Louis Vuitton Reveals New Campaign With Lisa and Saoirse Ronan

Louis Vuitton has unveiled its striking SS25 campaign, starring K-Pop sensation Lisa and Oscar-nominated actress Saoirse Ronan. The campaign, which showcases the latest runway collection from director Nicolas Ghesquière, features the two-House Ambassadors as modern portraits set against ethereal landscapes painted by French conceptual artist Laurent Grasso. Captured by renowned photographer Steven Meisel, the campaign highlights the talents in statement pieces from the collection.



TAMINO BECOMES THE FACE OF HERMÈS' NEW FRAGRANCE

Belgian-Egyptian singer-songwriter Tamino has been named the face of Hermès' latest fragrance, *Terre d'Hermès Eau De Parfum Intense*. Known for his haunting vocals and poetic lyricism, Tamino brings his soulful presence to the campaign, which was captured in a striking black-and-white series. Set against vast desert landscapes, the visuals reflect the fragrance's essence, playing with contrast, depth, and the interplay of shadow and light. *Terre d'Hermès* is a sensory exploration of earth and air—warm, woody, and grounded—much like the artist himself.



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