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FASHION

Leorosa and Super Yaya Team Up on a Playful Knitwear Collection

Tracking the latest stars of the fall/winter 2022 campaigns.

by **W Staff**



Faye Wei Wei photographed by Oliver Hadlee Pearch for Leorosa x Super Yaya.

The traditional fashion schedule may have been completely upended over the past two years, but if there's one thing you can rely on to arrive at the same time each year it's fashion's fall/winter campaigns. Each summer, like clockwork, luxury houses start to unveil their cinematic ads featuring top models and Hollywood's A-listers, often both at the same time. Early out of the gate this year was Prada's men's campaign starring Jeff Goldblum, Damson Idris, and Rami Malek photographed by David Sims and juxtaposed with still life portraits of the actors' personal items. Sims would go on to apply a similar creative direction to Prada's womenswear campaign starring Hunter Schafer and Kendall Jenner. Some brands' ads have not only welcomed the upcoming season, but also doubled as announcements: Louis Vuitton dubbed Cate Blanchett its latest brand ambassador, while COS enlisted Natasha Lyonne to tease its upcoming New York Fashion Week debut. Check back here often as we track the latest surprise stars and eye-catching images of the fall/winter 2022 season.

Leorosa x Super Yaya

From Left: Franziska Bachofen-Echt and Inti Wang wearing Leorosa x Super Yaya.

Photographed by Oliver Hadlee Peach. Courtesy of Leorosa.



The knitwear brand Leorosa, known for their eclectic sweaters and accessories, teamed up this season with Super Yaya—an equally playful endeavor helmed by the Lebanese-born, Côte d’Ivoire–raised designer Rym Beydoun. Their collaboration features Leorosa’s classic merino wool and cashmere cardigans embellished with the oversized satin bows and ruffled trims that have become Beydoun’s signature.

From Left: Nelly Chevallier, Félicité Azzi-Lattès, Sara Eklund and
Valentine Fillol-Cordier in Leorosa x Super Yaya.

Photographed by Oliver Hadlee Pearch. Courtesy of Leorosa.



For the campaign, the team tapped photographer Oliver Hadlee Pearch to capture a crew of creatives, including the artist Faye Wei Wei, rising model Inti Wang, German actor Mathieu Carrière, and publicist Nelly Chevallier.