

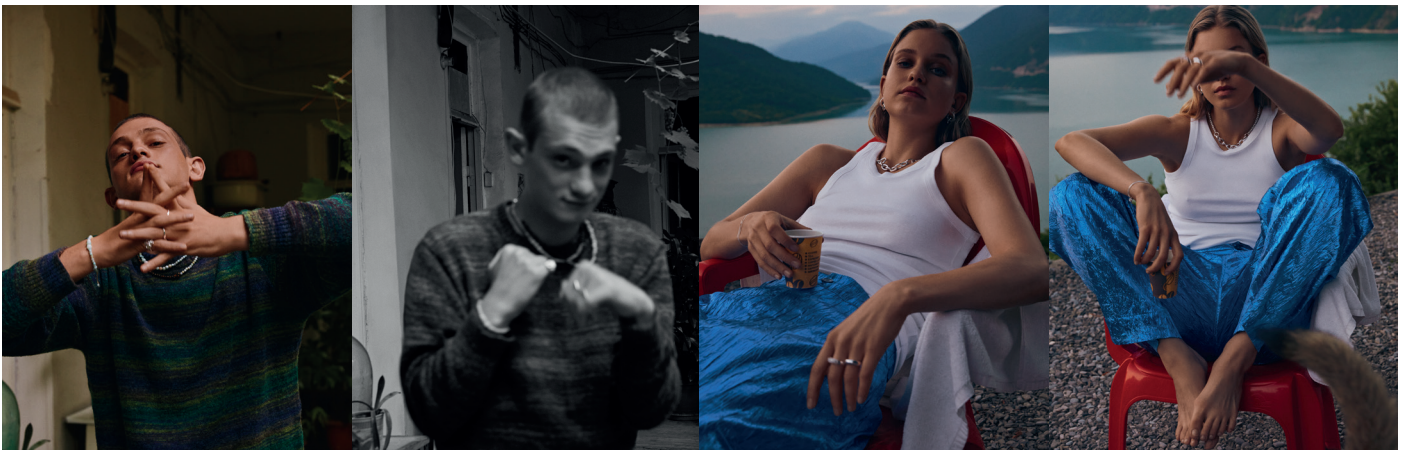
Introducing Pilgrim's Summer 2023 campaign

The 'Right Here, Right Now'-campaign is a celebration of living in the now and choosing the moment rather than dwelling on yesterday or worrying about tomorrow. Encouraging you to be present, this campaign is simply all about being right here, right now.

Rooted in Pilgrim's signature Scandinavian universe, the 'Right Here, Right Now'-campaign promises an alluring and playful take on the major trends of the Summer season. With inspiration from one of the most grounding elements, nature, Pilgrim's Summer 2023 campaign plays on symmetry, repetition, and divine silhouettes that immaculately reminds us to be present.

'Right Here, Right Now' is a tribute to bridging the digital and physical worlds, taking a step back from experiencing everything through a camera lens on a phone and moving towards being present and being able to stop, breathe and find peace in the now. As opposed to the high-speed society, the Summer 2023 season encourages everyone to live in the now. Anchored in the belief that the biggest gift we can give ourselves and our surroundings is the gift of being present, the 'Right Here, Right Now'-campaign is a manifestation of choosing the moment neither looking to the past nor the future.

The Summer 2023 campaign encourages you to be present and chase the feeling of being right here, right now.



#jointhejourney

#righthererightnow

#be #live #smile #care #learn

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