A futuristic campaign

Once again Independent Ideas and Pierpaolo Ferrari will create the new Italia Independent eyewear collection: the theme of the F/W 2015-2016 campaign is an imaginary future dominated by the subjects that have always been part of the brand’s DNA, focused on research into technology, materials and treatments. Internationally renowned artist Pierpaolo Ferrari, together with Alberto Zanetti, have inserted the products in paintings that are irreverent, witty and original, characteristics that have always accompanied their creations. Tradition and innovation, concepts that are part of the DNA of Lapo Elkann’s brand, are the basic elements against which the products stand out. A surreal and futuristic space dominated by finely matched colors from white to black, from blue to silver.