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Advertising Campaign Summer 2008

Fashion heightens feminine beauty. Design is the best way to emphasize the charm of those who choose it. The clothing is the touch making ordinary things something memorable. And what if the contrary was true, instead?

/24-7PressRelease/ - NEW YORK, NY, June 20, 2008 - Fashion heightens feminine beauty. Design is the best way to emphasize the charm of those who choose it. The clothing is the touch making ordinary things something memorable. And what if the contrary was true, instead?

This is the question rising when seeing TALF77's new Collection, with an advertising campaign provokingly focussed on woman's personality, environment and most importantly beauty and, not on the products. As a matter of fact, with the TALF77 2008 collection, TALF77 shows needless to prove just how attractive the product can be, and rather puts to the test its target consumer's appeal: Kole Payne's shots show us a hyper realistic, frozen world, a motionless setting where the product appears then as the protagonist and the judge.

"Beyond fashion". This is a concept reaffirming TALF77's continuous effort to innovate "Made in Africa" fabric, whilst, at the same time, introducing a new idea of fashion: beauty is no longer being just observed and chosen, but it observes and chooses, in turn.

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