From Gigi Hadid to Eva Herzigova: models taking center stage in autumn/winter 2016 campaigns

July 5, 2016

Over the last few weeks, ready-to-wear and accessories brands have been slowly unveiling their autumn/winter 2016-2017 campaigns, each with its own blend of creativity and luxury appeal. For the upcoming season, major fashion houses have sought to sign up star faces who can make all the difference to campaigns. And this season's lineup doesn't disappoint. Here's a look at the most striking campaigns in store for the autumn/winter 2016 season.

All the hottest models of the moment have been signed up to front campaigns for big-name fashion brands this season, showcasing ready-to-wear clothing collections or various lines of accessories and footwear for autumn/winter 2016-2017.

Famous faces

It's no surprise to see the Hadid sisters -- currently among of the most in-demand models in the world -- take center stage in several campaigns for autumn/winter 2016. Gigi Hadid fronts three major campaigns, for Versace, alongside Karlie Kloss, Stuart Weitzman and Max Mara accessories. Bella Hadid stars in a Givenchy campaign with a whole line-up of top models, including Irina Shayk, Lily Aldridge and Mariacarla Boscono.

The other star model of the moment -- Kendall Jenner -- is also among the famous faces signed up for autumn/winter ads. She can be seen as never before, totally transformed in a campaign for Marc Jacobs. The designer has also enlisted Cara Delevingne, Julia Nobis, Susan Sarandon, Courtney Love and Marilyn Manson.

Australian model Julia Nobis is the star of the Dior AW16-17 campaign, stepping into the role of a modern and stylish woman on the go, photographed in movement by Steven Meisel.

Other flagship ads see Anna Ewers fronting the Miu Miu campaign and Moschino sign up Anna Cleveland, Stella Tenant, Anja Rubik and Raquel Zimmermann in a campaign from Steven Meisel. Anthony Vaccarello picked the stunning Eva Herzigova as the face of his eponymous label.

Standout campaigns
Two campaigns stand out in particular this season, for two very different reasons. First of all, Saint Laurent has unveiled its first campaign under the creative direction of Anthony Vaccarello, giving followers a taste of what's to come from the French fashion house. With a less rock'n'roll vibe, the black and white shots have a pared down, minimalist feel, and show the new logo against a white background. The campaign is shot by Collier Schorr.

The second standout is the autumn/winter 2016 campaign from footwear label Jimmy Choo, also celebrating the brand's 20th anniversary. Jimmy Choo is marking the milestone with Amber Valletta, Milla Jovovich, Sasha Pivovarova, Taylor Hill, Lexi Boling, Jasmine Tookes and Xiao Wen Ju, all starring in individual campaign photos shot by Craig McDean.