Singer-songwriter Lou Doillon is making a return to modelling, having landed the job of fronting J Brand's Fall 2016 campaign.

The French artist stars as 'the girl' for the LA-based denim company, in a stripped-back campaign that sees the label focusing on "the girl, the jean, and the attitude."

Doillon smoulders in a series of close-ups shot by the fashion photographer Matteo Montanari in New York, rocking pieces from the brand's early 1990s-inspired fall collection. Tight cropped flares, skinny high-rise jeans and relaxed shirts all contribute to a laid-back, urban aesthetic, while multiple biker references toughen up the look. The star is pictured sporting various zippered leather motorcycle jackets, as well as smarter outwear with brass closures and contrast topstitching.

Laura Pizzarelli, Vice President of Creative and Marketing, explained why Doillon was an obvious choice for the campaign, referring to her as "not a typical model but rather a singer and songwriter, fine artist and a mother," adding that she "exudes cool with as much power as she exudes kindness."

The campaign is Doillon's first major fashion ad since she posed for Maje's Spring/Summer 2015 campaign, and Chloe's Spring/Summer 2014 spread. But the daughter of Jacques Doillon and Jane Birkin is no stranger to the industry, having featured in campaigns for H&M, Vanessa Bruno and Club Monaco. She has graced the covers of Vogue Turkey and Elle France and even walked the catwalk for Tom Ford as part of the designer's special presentation show for Spring/Summer 2011.