

Loro Piana Opens Doors to Jean Cocteau's House on the French Riviera for Fall 2025 Ad Campaign

Loro Piana's fall 2025 ad campaign lensed by Mario Sorrenti is set inside Jean Cocteau's Villa Santo Sospir house in Saint-Jean-Cap-Ferrat, France.



Mario Sorrenti lensed the images at Villa Santo Sospir in Saint-Jean-Cap-Ferrat. ARTIST'S HOME: The late poet and artist Jean Cocteau could add Loro Piana to his list of fashionable affiliations, which already include Coco [Chanel](#) and Elsa Schiaparelli, among others.

The Italian luxury house's fall 2025 ad campaign was photographed by Mario Sorrenti inside Villa Santo Sospir, the French intellectual's residence in the south of France surrounded by lush greenery.

In keeping with its recent habit of choosing artists' private homes as the backdrop for its campaigns, Loro Piana traveled from Casa das Canoas, the Oscar Niemeyer-designed residence in Brazil that served as the set for the spring campaign, to Saint-Jean-Cap-Ferrat on the French Riviera.

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Models Alix Bouthors, Leon Dame, Long Li, Awar Odhiang and Binx Walton are captured enjoying a fictional weekend at the secluded villa, bathed in warm light and filled with artworks, including the murals drawn free hand by the late Cocteau on the walls between windows, above the fireplace and along the circular columns dotting the residence.

"The mesmerizing Villa Santo Sospir, with its unique artistic legacy, was the ideal place to shoot Loro Piana's fall 2025 campaign. The tattooed walls of the house perfectly enhanced a collection filled with painterly references of landscapes around the world," Sorrenti said. "What emerged is an elegant lively ease, an organic flow of shapes, colors and textures, exuding a profound yet effortless sophistication."

The fall collection, unveiled during Milan Fashion Week last February, spotlighted the relationship between Loro Piana and nature, which it celebrated by focusing on lands close to its history and precious fibers.

The collection's journey touched down in Argentina, the Scottish Highlands, as well as New Zealand and Australia, home of its merino wool, for a refined traveler's wardrobe crafted from top-notch fabrications exuding nonchalant sophistication.

The tactile and textured quality of the garments and embroidery is enhanced by the patterned walls and sophisticated decor of the villa in the ad campaign images bowing on Thursday.

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