



BIANCA BALTI STAR OF THE OVS FW 2014/15 CAMPAIGN

Venice, July 2014 – Bianca Balti is the face of the new OVS Fall/Winter advertising campaign. Natural, simple, spontaneous and real: this is how Toni Thorimbert has interpreted her for the leading Italian brand-name in retail fashion.

Since marking a turning point with the opening of the new Via Dante flagship store in Milan, OVS continues its evolution in advertising too and gives it an Italian hallmark, by having an Italian top model and an Italian photographer interpret its accessible, wide-ranging and contemporary fashion.

"I feel 'me' at last in these clothes", commented a smiling Bianca during the shooting. In the various shots, Bianca portrays the OVS fashion and style – everyday, leisure, denim and evening wear – simply and naturally, with three young Italian actors alongside her in some of the photos: Cristiano Caccamo, Emanuel Caserio and Michele Rosiello, distinguished actors from the Academies of Dramatic Arts, who star in highly popular films and TV series.

Bianca is also the funny, ironic star of a video, again directed by Toni Thorimbert.

The campaign will be aired starting from this August in the press, on posters and the Internet.

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