



BIANCA BALTI, PHOTOGRAPHED BY GIAMPAOLO SGURA FOR THE OVS SS 2015 CAMPAIGN

The warmth of the south for the new Spring/Summer 2015 campaign for OVS. Bianca Balti photographed by Giampaolo Sgura in the bright sunny setting of a village on the shores of the Ionian Sea: a young couple (Bianca Balti and Albert Reed), and a journey into an Italy of olive trees and prickly pears.

Garments hung out in the sunshine, are a charming still life and counterpoint to the images. The stunning setting is a perfect foil for the contemporary style and beauty of the subjects. The shadows, colours, and slashes of light in this campaign are all about summer, which explodes in a vaguely hippy manner to give us a more authentic image of the Italian top model.

"I love my country," said Bianca Balti, "and I was happy to be able to play myself on this trip in search of light and sunshine".

The OVS S/S 2015 campaign was devised and created by an all-Italian team and will be released in February, in the press, outdoor and on the web.

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