

Spring 2022 Living is ...

InWear





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Spring 2022 campaign: Living Is ...

Looking back through the archive of InWear campaigns what’s so striking is their re-
alness – the way in which they seem to capture women so naturally. They are shoots
posed by models, of course, but you really feel as if you are getting a glimpse into
a moment in time, a life. For the past 50 years, InWear’s advertising has explored
a modern vision of womanhood. Perhaps the most famous campaign was “Living
is ...” from the mid ‘90s, featuring Renée Toft Simonsen. There was no end to that
sentence “Living is...” – no answer to the question. The point being made was that
no slogan can sum up the essence of a woman. And in a sense, that title “Living
is...” is relevant to this day. With their authenticity, poetry and love of life, they truly
capture the InWear philosophy.

For the Spring 2022 campaign we remade that “Living is ...” city vibe, with Lynn
Palm and her close friend Iris Egbers as our muses and their home town of Amster-
dam as our backdrop.



Lynn

This is our fourth time shooting with Lynn. A full-time model based in Amsterdam. Her look is equal parts fashion forward – having the ability to effortlessly adapt to any season, setting or mood that she is briefed on – and timeless, channeling the intelligence and sensitivity of a young Charlotte Rampling.

Those are her strenghts; intelligence and sensitivity. Her eyes are piercing and wide, duotoned filled with honesty and confidence. But you don't just see them. They see you. She cares about everyone around her and has an innate sense of the mood and people she is surrounded by. There is nothing shallow about her. And working in the sometimes cut-throat fashion industry since she was 15, this is a very unique quality to still posses. She was always tentative about embarking on a carreer as a professional fashion model, but after being approached by a handful of dodgy model scout at the age of 12-14 she was one day approached by a female scout from a smaller agency. She convinced Lynn to give modelling a chance and she was an

overnight darling. Travelling with her mother on go-sees and photoshoots around the world, she managed to keep her feet on the ground and also achieving a special bond with her mother other teenage girl might never experience.

It was a bit of a coincident that she ended up working in front of the camera, because even before model scouting and the Milan go-sees she spend time taking pictures. Of her friends dressing up, her family, life. The camera is her creative outlet and goes with her on every job and travel destination.

When you meet Lynn for the first time you can't help but notice her amazingly cool and put-together style, mixing vintage treasures with understated designer items. "That is exactly what you were wearing yesterday!", was Iris' comment on Lynn in the MS22 black rib tube dress and off-white maxi lace shirt. "This is very me", Lynn also commented on the cocolate brown linen suit. And it is. Most definately.



Iris



Once a full-time model herself, Iris is now a self-taught artist working on graphic abstract pieces in oil paint. Her work has an early 20th century cubistic air about it, nodding to painters like Georges Braque or Juan Gris. Her first large scale piece has a prominent place on the dining room wall of her apartment. She is not all that happy with it – seeing all the flaws and newbie mistakes – but it is a symbolic piece for her and it is a reminder of where you came from. Started out. Like Lynn she started working as a model early on. Her angelic stature makes her a coveted runway model. She moves like a ballet dancer with grace and femininity. Her look is cool but enticing. So confident and at ease with herself you can't help but be drawn to her. She was kind enough to let us shoot a lot of the campaign in her private home and workspace welcoming our small but chaotic crew with open arms and a newly made coffee.

We fell in love with the place immediately. Her art scattered around the apartment, half used oil paint tubes and sketchbooks you dared not open like a nervous child at a fancy museum. Pictures and postcards of her heroes; Georgia O'Keeffe, Agnes Martin, Robert Motherwell, Barnett Newman. and many more pop-up when moving your eyes across shelves, officially filled with art books, novels and magazines. Attention to detail. Something the city of Amsterdam is packed with. Every window frame, every shudder, door or railing is a story onto itself. The graphic, artistic and architectural heritage in this city is palpable. A typographic candyshop for anyone even remotely interested in graphic design.

They don't see it anymore living here for years. All the beauty and authenticity. But we do. And we're fans.



Living is ... staying in by choice

A curated selection of effortless wardrobe essentials, crafted in carefully selected fabrics and designed for living. Transcending seasons and trends – this piece is made for you to love now and forever.

Photographer – Simon Birk
Talents – Lynn Palm, Paparazzi Models & Iris Egbers
Hair & Makeup – Lasse Pedersen, Agentur Cph





**Living is ...
taking a bite out of life**





**Living is ...
discovering forgotten memories**



Love of the camera

It was a bit of a coincident that Lynn ended up working in front of the camera, because even before model scouting and the Milan go-sees she spend time taking pictures. Of her friends dressing up, her family, life. The camera is her creative outlet and goes with her on every job and travel destination.



Living is ...
feeling inspired



**Iris' workspace where she sketches
and paints all of her pieces**

Once a full-time model herself, Iris is now a self-taught artist working on graphic abstract pieces in oil paint. Her work has an early 20th century cubistic air about it, nodding to painters like Georges Braque or Juan Gris.





**Her art is scattered
around the apartment ...**

half used oil paint tubes and sketchbooks
you dared not open like a nervous child at
a fancy museum. Pictures and postcards of
her heroes; Georgia O’Keeffe, Agnes Martin,
Robert Motherwell, Barnett Newman. and
many more pop-up when moving your eyes
across shelves, officially filled with art books,
novels and magazines.









**Living is ...
being close again**









Lynns is wearing the 30107029 GabriellW Pullover
Iris is wearing the 30107022 GenesisIW Pullover & 30107025 GenesisIW Skirt



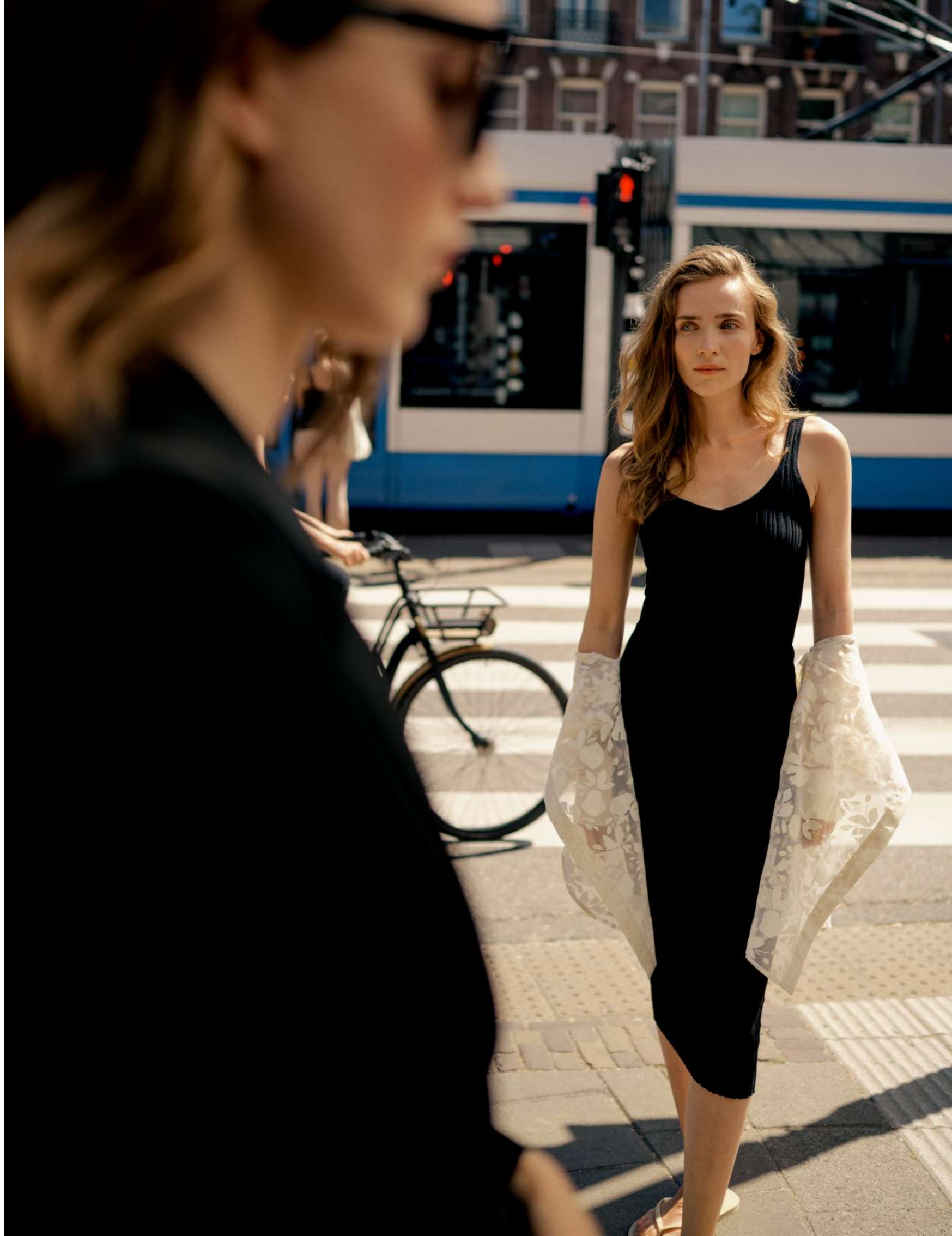
Living is ... getting dressed to go out

FUNDAMENTALS you can trust to serve your style faithfully. These are the grounding elements that tie everything together, designed to create space in your wardrobe for creativity and experimentation.

Photographer – Simon Birk
Talents – Lynn Palm, Paparazzi Models & Iris Egbers
Hair & Makeup – Lasse Pedersen, Agentur Cph







Lynn is wearing the 30107082 MacialW Shirt & 30107015 GendalW Dress
Iris is wearing the 30107107 PadialW Blazer & 30107114 PadialW Flared Pant





Lynn is wearing 30107110 PailalW Blazer & 30107121 PailalW Wide Pant





Living is ...
getting coffee made by a real barista



Iris is wearing the 30107020 GittelIW Slipover & 30107120 PaitionIW Pan



Amsterdamaian Academia

Well-stocked special bookstores and art shops are easy to come by in this city. But with their art heritage it is no wonder that the owner of “ Architectura & Natura” declined participating in the shoot. They prefere being a small, cool and very well kept secret.

Living is ...
stopping for a glass of wine



This page: Lynn is wearing the 30107125 PhebelW Dress
Opposite page: Lynn is wearing the 30107018 GittelIW Pullover & 30107037 GanjalW Curved Jeans



Living is ...
going to your favourite bookstore



Living is ...
taking your bike instead of the train

The standard commute

Biking being your primary commute go-to is as natural to an Amsterdamian as water is to a fish. Old and rusty “oma” bikes (dutch for grandmother) saturate the streets. We shot Lynn on her own squeaky oma fiets she uses every day.





**Living is ...
stepping out in the little black dress**

InWear



Lynn is wearing the 30107125 PhebeIW Dress





Love is in the detail

Attention to detail. Something the city of Amsterdam is packed with. Every window frame, every shutter, door or railing is a story onto itself. The graphic, artistic and architectural heritage in this city is palpable. A typographic candyshop for anyone even remotely interested in graphic design.

They don't see it anymore living here for years. All the beauty and authenticity. But we do. And we're fans.

Living is ...
not taking things too serious



Living is ... adding a splash of colour

ETERNALLY NOW pieces that make us feel like our entire closet has been refreshed by their addition alone. Occupying a coveted spot in our closet that remind us of why we love style.

A chance to reboot your wardrobe and step into 2022 looking your best.

Photographer – Simon Birk
Talents – Lynn Palm, Paparazzi Models & Iris Egbers
Hair & Makeup – Lasse Pedersen, Agentur Cph



Living is ...
letting in the sun



Iris is wearing the 30107072 MadelineIW Dress
Lynn is wearing the 30105276 AlmaIW T-shirt & 30107033 GlenniIW Jeans



Living is ...
taking of your shoes in the park

Staying grounded

Lynn was always tentative about embarking on a career as a professional fashion model, but after being approached by a handful of dodgy model scout at the age of 12-14 she was one day approached by a female scout from a smaller agency. She convinced Lynn to give modelling a chance and she was an overnight darling. Travelling with her mother on go-sees and photoshoots around the world, she managed to keep her feet on the ground and also achieving a special bond with her mother other teenage girl might never experience.

ynn is wearing the 30107021 GayalW Pullover & 30107073 MadelineIW Pant

Living is ...
not being affraid of getting noticed



This page: Lynn is wearing the 30107013 GindalW Pullover, 30107114 PadialW Flared Pant & 30107151 NistlW Travel Weekend Bag
Opposite page: Lynn is wearing the 30107112 PaitonlW Jacket 30106791 ZilkylW Skirt



Living is ...
sharing a selfie





Contacts

For full contact list go to inwear-campaign.com/agents

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