Ivy Park gets ambitious for SS18 ad campaign

By Barbara Santamaria - 12 March 2018

Beyoncé’s Ivy Park has tapped several up-and-coming athletes to send a message of female strength in the new Spring/Summer 2018 campaign.

Unveiled on the International Women’s Day, the global lifestyle brand said the campaign champions “the collective strength of women all over the world”, and encourages women to find their sport to “push forward the conversation of equality through empowerment”.

The campaign features a diverse cast of talent and athletes, however it speaks to all women by establishing exercise and a health-conscious lifestyle as a way to achieve goals on the sports field, in the office or at home.

Jonas Lindstroem directed the campaign, shot at South London’s Crystal Palace Sports Centre. A runner and sprinter, Risqat Fabunmi-Alade; a singer-songwriter, IAMDB; and a group of cheerleaders are part of the cast.
sprinter, Risqat Fabunmi-Alade; a singer-songwriter, IAMDDB; and a group of cheerleaders are part of the cast, and featured doing different activities in Ivy Park gear.

The idea of strength has been part of the brand's ethos since its launch in 2016. The activewear clothing line, co-founded by Beyoncé and Topshop, blends streetstyle-inspired design with technical innovation, and is stocked in major retailers worldwide, including Zalando, Selfridges, Nordstrom, Asos and Galeries Lafayette.

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