

ZARA

THE LENNY KRAVITZ COLLECTION

# THE EVERYDAY ICON

LENNY KRAVITZ AS THE MUNDANE AND THE MAGNIFICENT.  
JUXTAPOSING THE EVERYDAY WITH FLASH-LIT, RUNWAY ENERGY.  
AN EXPRESSION OF GLAMOUR FOUND IN MOTION, GIVING THE MUNDANE ITS  
BEAUTIFUL DUE.







## PHOTOGRAPHY DIRECTION

THE IMAGERY CAPTURES THE SUBJECT IN TRANSIT—GROCERY BAGS IN HAND, WALKING THE DOG, STEPPING FROM A TAXI—DRESSED IN FLAMBOYANT ENSEMBLES THAT ELEVATE THE EVERYDAY INTO SOMETHING CINEMATIC. THE BRIGHT FLASH REVEALS EVERYTHING, COLLAPSING THE BOUNDARY BETWEEN CANDID AND STAGED, ORDINARY AND GLAMOROUS. BY STYLING THE DAILY ROUTINE ALMOST AS PERFORMANCE, THE CAMPAIGN HONORS THE BEAUTY OF MOTION AND PRESENCE—CELEBRATING DRESSING UP NOT JUST FOR THE EVENT, BUT FOR LIFE ITSELF.























# LOGO/CLOTHING LABEL/PROMO KEYCHAIN

“LENNY” TYPEFACE FROM KRAVITZ’S ALBUM, *LENNY*, COMBINED WITH ZARA  
LOGO ON GUITAR PICK.



**LENNY** 



# LAYOUTS

PRINT/WEB/OUTDOOR





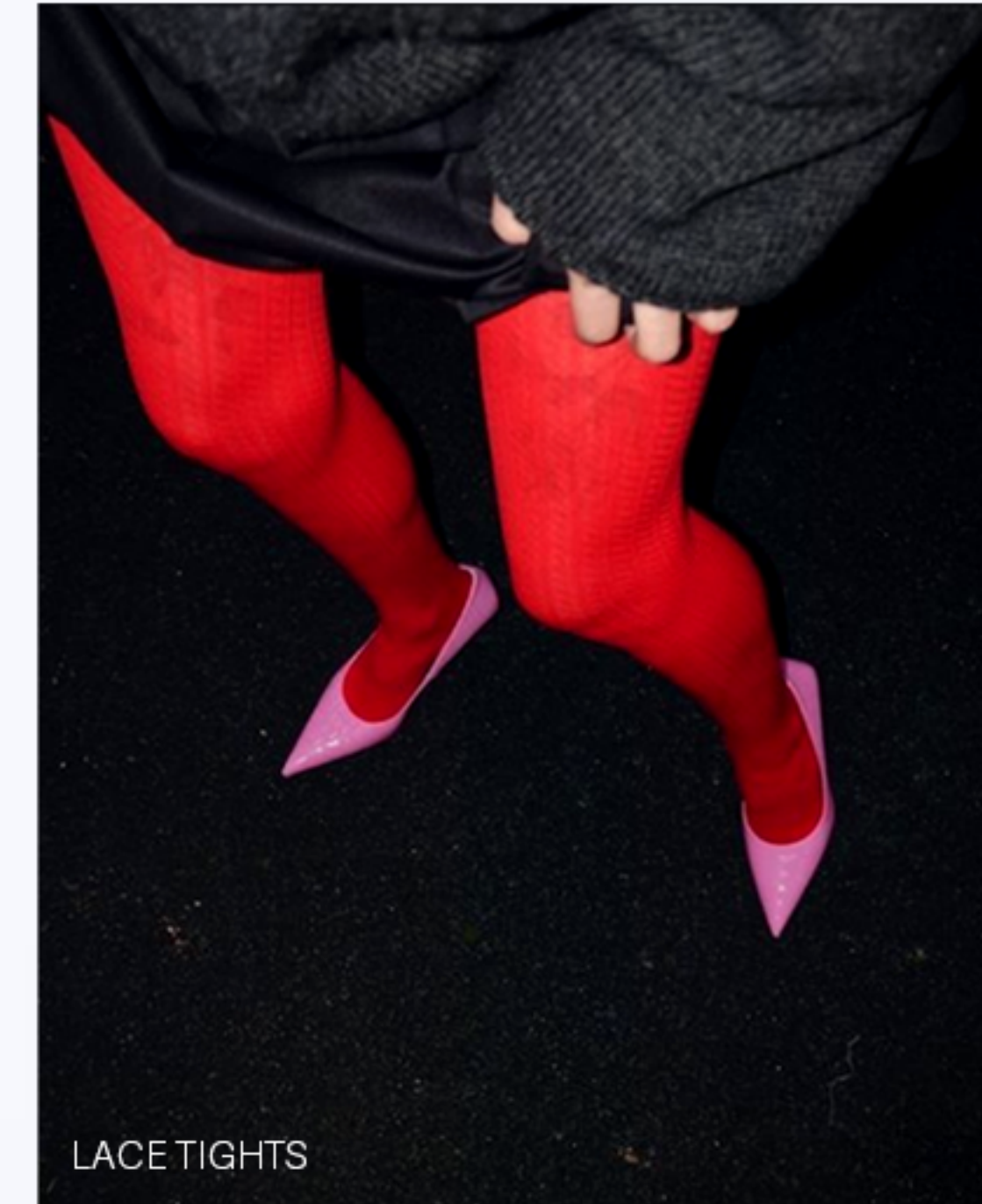




SATIN JACKET  
SATIN MIDI SKIRT

a campaign that finds beauty not in the staged perfection of the studio, but in the motion of everyday life. Inspired by paparazzi's relentless gaze and guided by John Updike's reminder to "give the mundane its beautiful due," we present a collection that dares to ask: What if your errands were events? What if walking the dog felt like walking the runway? Zara has always been about accessibility — clothes for the everyday. Lenny Kravitz has always been about flamboyance, performance, and unapologetic presence. Together, they meet in the space where style collides with the routine: the flash-lit corner store, the late-night cab ride, the casual stroll that becomes cinema. In this campaign, Lenny Kravitz doesn't wait for the stage to perform. He performs at the fruit stand. He performs while hailing a taxi. He performs while standing in line for coffee. Not because he has to, but because it's who he is. This collaboration isn't about costumes or occasionwear — it's about the celebration of the everyday outfit. A slouchy coat over denim becomes regal in motion. Leather trousers catch the light of a camera's flash and suddenly the supermarket aisle looks like Paris Fashion Week. A

The paparazzi aesthetic is reimagined here: not invasive, not cruel, but transformative. The bright flash reveals not flaws but beauty. It pulls forward the idea that every detail of daily life deserves to be seen, deserves to be remembered. Most campaigns hide behind



Lenny Kravitz x Zara turns the bright, unforgiving paparazzi flash into a creative tool. It strips away artifice but replaces it with something else: presence. No shadows to hide in, no backstage. Just motion, light, and the unapologetic truth that style is not reserved for

Updike once wrote: "Give the mundane its beautiful due." This campaign makes that line visible, almost literal. By focusing on errands, commutes, and small movements, we show that beauty is not in waiting for grand gestures, but in recognizing that you, right now, with your

Captured mid-step, mid-turn, mid-breath, Lenny Kravitz is not posing — he is moving. These images are alive. A jacket is caught in the wind. Sunglasses reflect the city street. A scarf slips as he carries too many bags at once. And still, it is all performance.

Fashion, after all, is not static. It is not a mannequin in a store window. It is fabric in flux. It is bodies in transit. It is the sound of boots on pavement, the feel of velvet against skin, the blur of pattern as you turn a corner. This is where Zara comes in: the clothes themselves are made for movement. They are made to be worn out of the studio, out of the showroom, into the real world. They are made to live. And in Lenny Kravitz's hands — or on his shoulders — that life becomes glamorous. Everyday Leather: Not a costume, not a statement piece locked in the closet. A second skin for errands, casual walks, and late-night music sessions. Flash Denim: Blue jeans, classic but elevated, catching light in ways that transform them from workwear to art. Layered Drama: Scarves, coats, and jackets that play with proportion — styled for utility, but landing like couture in the candid frame. Sunglasses After Dark: A nod to Kravitz's eternal cool. Not about shielding from the sun, but about turning the gaze back onto the observer. a campaign that finds beauty not in the staged perfection of the studio, but in the motion of everyday life. Inspired by paparazzi's relentless gaze and guided by John





STRAIGHT LEG PANT  
MIDI STRIPED SKIRT



FLEECE OVERCOAT



FLEECE MAXI  
BALLOON PUMPS



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LENNY  
KRAVITZ





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PATENT PUMPS

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LENNY ZARA



# LAYOUTS

INSTAGRAM





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# PHOTOGRAPHER SUGGESTIONS



# ANASTASIA LISENKO





# JUERGEN TELLER





# ADALI SCHELL





**THANK YOU**