

Celine's Michael Rider Campaign Sparks Debate

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Celine has launched its first campaign under creative director Michael Rider. The fashion world quickly noticed this shift, especially given Hedi Slimane's recent message. Slimane had posted publicly about preserving a distinct photographic language at Celine.

Slimane's Warning and Rider's Response

Slimane insisted that his successor avoid “remnants... borrowing or insistent reference” to his photographic style. Thus, Michael Rider faced a challenge: refresh Celine's image while acknowledging its past.

He opts for colour photography rather than Slimane's monochrome staples.

Visual Shifts in the New Campaign

Rider's models appear in sexy or chic looks, sometimes with masculine edges. Close-ups by photographer Zoë Ghertner highlight accessories and facial expression. Though the mood remains slightly sulky—echoing Slimane's rebellious heroines—it feels softer, less stark.

Tradition vs Renewal

Under Slimane, Celine was defined by androgyny, rock influences, and black-and-white minimalism. Rider keeps some texture of that identity, yet distances from the darker, melancholic palette. Colour, renewed photography, bold accessories signal a fresh direction.

Industry Reactions

Fashion insiders interpret Slimane's Instagram statement as a “friendly warning.” [FashionNetwork](#) Meanwhile, others see Rider's campaign as balanced—honouring brand heritage while daring to evolve.

Curiosity abounds: will Celine's customers embrace this softer, more colourful identity? This campaign reflects Rider's intention to define an “autonomous photographic language.” It may reshape how Celine is perceived—less as a Slimane legacy, more as Rider's vision.

Also, it suggests LVMH's confidence in allowing creative evolution within their maisons.

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