

## Gap Enlists Gwyneth Paltrow and Apple Martin for GapStudio

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Gap has officially launched its **GapStudio Fall/Winter 2025** campaign, and it comes with a meaningful twist. The global apparel brand tapped **Gwyneth Paltrow** and her daughter **Apple Martin** as the faces of its latest capsule collection.

Together, they star in both stills and a short film that explores themes of style inheritance, individuality, and the emotional connections clothing can hold.

### A Campaign of Connection

The campaign was shot by famed photographer **Mario Sorrenti** and creatively directed by **Zac Posen**, who now leads Gap's GapStudio line.

It's not just imagery; the short film weaves intimate moments — Apple “borrowing” from her mother's '90s wardrobe. Therefore mother-daughter advice on self-expression and the evolving nature of personal style.

### Design & Collection Highlights

The capsule consists of **38 pieces** that fuse nostalgic references with contemporary sensibilities.

Key features include:

- Sculptural denim with anatomical seaming
- Fluid satin dresses and slip styles
- Poplin shirtdresses with belts
- Vegan patent leather crop jackets and mini skirts
- A refined palette: deep blues, neutrals, crisp whites, and soft rose tones

Posen noted that the aesthetic draws from the elegance and energy of **1990s New York**, balanced with romanticism and minimalism from earlier decades.

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