

Julia Fox Sizzles as the New Face of Agent Provocateur's 2025 Campaign

Published on 03 Oct 2025 | By IFI Correspondent



Julia Fox has been unveiled as the new face of Agent Provocateur for their Fall/Winter 2025 lingerie campaign. Known for her fearless fashion choices and unapologetic confidence. Hence Fox embodies the brand's ethos of empowering women through bold and luxurious lingerie.

Capturing Confidence and Glamour

The campaign, shot by renowned photographer Greg Williams and creatively directed by Sarah Shotton, took place at The Manner in SoHo, New York City. The setting, with its luxurious red-carpeted interiors, reflects the opulent and glamorous aesthetic of the collection.

In the campaign, Fox models a range of lingerie pieces, including bras, garter belts, and corsets, in hues of black, white, purple, and red. The designs feature intricate lace, mesh, and embroidery, capturing the essence of '90s-inspired glamour.

A Celebration of Fearless Femininity

Fox describes the experience as empowering, stating, "The brand has a legacy of celebrating and empowering women and their bodies, and when I shot this collection, I felt it immediately; on set I felt strong, sexy and totally in control."

The campaign showcases Fox's dynamic presence, with visuals capturing her in playful and sultry poses. Therefore including twirling a black ribbon and striking dramatic stances in thigh-high stockings and heels. [Page Six](#)

Shop the Collection

Agent Provocateur's Fall/Winter 2025 collection is now available for purchase, featuring standout pieces like the Rozlyn Balconette Underwired Bra and the Mercy Bustier. Prices start at approximately £50 (around \$67 USD) for stockings and lace pieces

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