

Mackage Launches “CORE 2025” Campaign

Published on 27 Oct 2025 | By IFI Correspondent



The **Canadian** luxury brand Mackage has officially launched its *CORE 2025* campaign, and it's more than just a new advertising push—it's a statement of identity and evolution. The campaign features actor Matt Bomer and supermodel Stella Maxwell, and signals the brand reaffirming its signature design DNA while looking ahead.

Iconic Visuals, Symbolic Animals

Shot in Los Angeles, the campaign imagery pairs Bomer and Maxwell with a striking cast of animals: an owl, a falcon, an indigo snake and two Dobermans. Each creature is symbolic : the owl stands for wisdom, the falcon for precision. Whereas the snake for protection and the Dobermans for dedication. These motifs are deeply tied to Mackage's guiding slogan: “Aesthetics That Protect.”

The use of animals gives the campaign a narrative layer: it's not just about showing clothes, but about embodying a philosophy of craftsmanship, resilience and design integrity.

Revisiting and Reinventing Signature Pieces

Mackage takes a dual approach in *CORE 2025*: it revisits the emblematic styles that made its name, while also introducing new iterations that expand its design universe.

Key legacy pieces include:

- The *Adali* coat with its sculpted collar.
- The *Dixon* down bomber — a balance of form and function.

New additions highlight the brand's evolution:

- *Calina*: a chevron-quilted down maxi coat with belted waist—leaning feminine yet protective.
- *Gael*: a double-breasted leather trench—understated confidence.
- *Skai*: a men's 3-in-1 tailored wool coat with removable bib—versatile and modern.
- This approach suggests that Mackage is to stay true to its roots (outerwear, technical detail, architectural tailoring) while adapting to a broader luxury lifestyle context.

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