

RIVA

WINTER COLLECTION CAMPAIGN 2026

BEYOND THE MIST

WINTER, IN ITS ELEMENT .

A fashion story shaped by mist, mountain and movement

MAIN CAMPAIGN













SUB CAMPAIGN











A landscape that makes winter tangible.

THE CREATIVE INTENT

We chose mountains and fog to give winter dressing a world of its own: open, quiet and textured.

The cold atmosphere gives coats, knitwear and layered silhouettes a clear seasonal context. The restrained landscape supports the collection without competing with it.

For a Kuwait-facing campaign, this is an aspirational winter escape - not a depiction of local terrain.



Every part of the setting has a purpose.



Mountains create scale.

Long ridgelines create depth and a feeling of escape. Their strong shapes balance the structured silhouettes.



Fog creates focus.

Soft, low-contrast distance separates the model from the background and leaves calm space for campaign copy.



Earth creates connection.

Moss, stone and dry grass echo the collection's brown, grey and olive tones. Natural surfaces make the fabrics feel tactile.

Quiet colour. Strong silhouettes.





PALETTE DIRECTION

- Mist grey
- Moss olive
- Earth brown
- Charcoal
- Soft ivory

Keep the fog soft, fabric detail crisp and skin natural. Let clothing provide the contrast.

Build the story through distance and detail.



Movement

A wider frame opens the story.



Silhouette

A full look makes styling clear.



Intimacy

A close portrait reveals texture.

WINTER CAMPAIGN / CREATIVE INSPIRATION

LULWA ALKHATAF

885K followers

Inspired by Lulwa Alk hataf's countryside and equestrian posts, this winter campaign translates earthy tones, heritage textures and relaxed outdoor styling into a distinct fashion story.

- COUNTRYSIDE MOOD
- HERITAGE LAYERS
- EQUESTRIAN SPIRIT

Inspiration source: supplied Instagram posts.



One collection. A cohesive nine-post story.



PROPOSED PROFILE VIEW

A considered mix of portraits, full looks and atmosphere.

The landscape tile gives the eye a pause. Full silhouettes anchor the centre, while movement and close-ups keep the grid from feeling repetitive.

Each post stands alone. Avoid a split-image puzzle: the campaign should stay clear when a post is viewed outside the profile.

Preview uses portrait crops; confirm live profile cropping before posting.

Keep the fashion at the centre of every crop.



FEED / 4:5

Full look and styling detail



STORY / 9:16

Use the wider landscape around the model to build a vertical composition. Keep faces and key outfit details clear of interface overlays.

Suggested copy

Winter, in its element.

Discover the winter collection.

Final exports require crop and safe-area review.

A sequence above the shopping journey.



Use one full look per banner. Repeat the campaign palette across an atrium sequence; keep branding large and copy short for viewing from below.

Illustrative Kuwait-style placement. Not a booked site or verified venue.

One strong statement at city scale.



Pair one hero image with calm landscape space. A short headline and prominent approved logo should remain readable at distance.

Illustrative Kuwait-style placement. Not a booked site or verified venue.

Bring the fabric and face closer.





Use portrait crops with a clear silhouette. Alternate a close portrait and a full look, creating variety while retaining the same winter world.

Illustrative Kuwait-style placement. Not a booked site or verified venue.

Turn the entrance into the campaign.



Give each moving panel its own complete composition. Keep faces, logos and key text clear of the centre seam; retain required visibility and safety markings.

Illustrative Kuwait-style placement. Not a booked site or verified venue.

The same winter world, at every touchpoint.

Instagram	Build the story	Portraits + full looks + one landscape pause
Ceiling banners	Create repetition	A sequence of individual silhouettes
Megas	Create recognition	One hero, one short headline
MUPIs	Show the detail	Portrait crops with clear fabric and face
Sliding doors	Complete the journey	Separate compositions across moving panels

Before production: apply the approved brand logo, confirm media-owner dimensions and substrates, and proof every crop at final size.
Mockups show creative direction, not print-ready artwork.

CAMPAIGN LINEUP

ED8 , RE8 , RE7 , RW3 , RW2





Let winter set the scene.
Let the collection lead the story