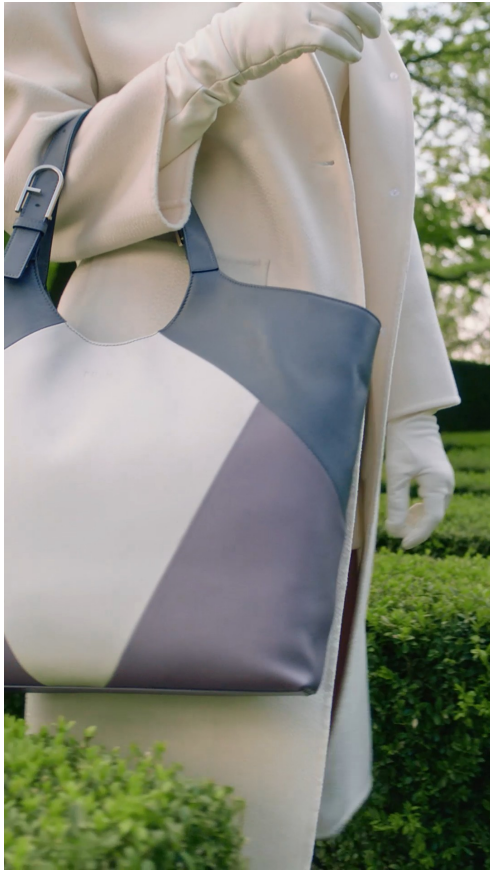


FURLA
SINCE 1927 ITALY

SOCIAL CONTENT PLAN
FW23 – 3' PART

18.09 ADV D 6''

FURLA furla



Bellezza and Armonia are key to *Eleganza*.
@irinashayk with her Furla Flow tote bag.
#ItalybyFurla #FurlaFW23

17.09 ADV

FURLA furla



When the typical architecture of *Giardino all'italiana* meets the new design of Furla Flow tote bag.
#ItalybyFurla #FurlaFW23

16.09 ADV

FURLA furla



New shapes, new colors. @irinashayk with the new Furla Flow XL tote bag.
#ItalybyFurla #FurlaFW23

21.09 BROLL 12 6''

FURLA furla



Strolling around in style. Would you choose *Nero del carbone* or *Bianco del gesso* for this Fall Winter?
#ItalybyFurla #FurlaFW23

20.09 BROLL

FURLA furla



Classic and *Elegante*: Furla Flow tote bag in *Nero del carbone*.
#ItalybyFurla #FurlaFW23

19.09 BROLL

FURLA furla



Opposites attract. Furla Flow tote bags *Bianco del gesso* and *Nero del carbone*.
#ItalybyFurla #FurlaFW23

27.09 BROLL



Monochrome vibes on an effortlessly chic fall morning, with Furla Flow.
#ItalybyFurla #FurlaFW23

25.09 BROLL



Furla Flow top handle: shapes in *armonia* with nature. All is in *Equilibrio*.
#ItalybyFurla #FurlaFW23

22.09 BROLL 02 6''



Bellezza is rooted in the atmosphere of *Giardino all'italiana*. Experience it with Furla Flow.
#ItalybyFurla #FurlaFW23

30.09 BROLL

FURLA furla



It's a story about the *Armonia* between human and nature. Featuring the new Furla Flow crossbody.
#ItalybyFurla #FurlaFW23

29.09 BROLL 06 6''

FURLA furla



FURLA furla



Giardino all'Italiana in full bloom. Meet Furla Flow top handle bags.
#ItalybyFurla #FurlaFW23

04.10 ADV F 6''

FURLA furla



@irinashayk on a fall vitaminic stroll in a *Giardino all'italiana*. Here with her Furla Genesi.
#ItalybyFurla #FurlaFW23

03.10 ADV

FURLA furla



The colorblock way takes the style this season. *Giallo limone* and *Nero del carbone*.
#ItalybyFurla #FurlaFW23

02.10 ADV

FURLA furla



Gardens are places of calm and quietness, of permanence and purpose.
@irinashayk with Furla Genesi
#ItalybyFurla #FurlaFW23

07.10 ADV DE RIGO

FURLA furla

15''



The wellbeing of being *sé stessi*
@irinashayk in her Furla total
look.
#ItalybyFurla #FurlaFW23

06.10 ADV DE RIGO

FURLA furla



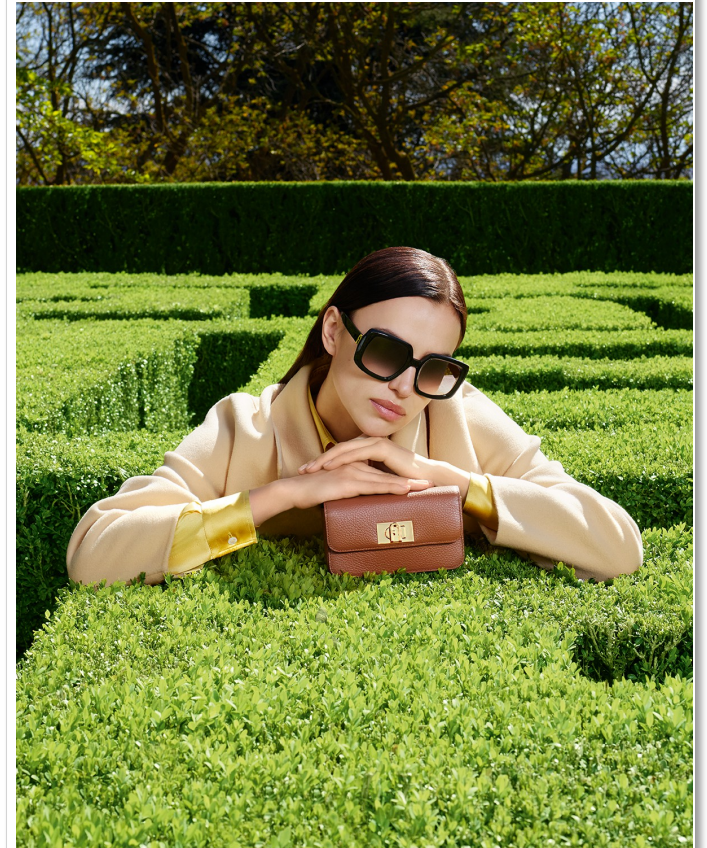
♡ 💬 📌

🔖

Armonia of design and nature at a glance:
Furla Sunglasses.
#ItalybyFurla #FurlaFW23

05.10 ADV DE RIGO

FURLA furla



♡ 💬 📌

🔖

Betterment is an endless process. Look
forward with Furla Eyewear and Furla 1927
like @irinashayk.
#ItalybyFurla #FurlaFW23

10.10 BROLL

FURLA furla



Experience the calm evoked by a *Giardino all'italiana* with the latest Furla Genesi. #ItalybyFurla #FurlaFW23

09.10 BROLL 14 6''

FURLA furla



Let the *Bellezza* of Furla Genesi inspire your style this season. #ItalybyFurla #FurlaFW23

08.10 BROLL

FURLA furla



Sun-seeking. Contemporary color-match mingles with timeless design in the new Furla Genesi. #ItalybyFurla #FurlaFW23

13.10 BROLL 01 6''



Exploring the *Giardino all'Italiana* atmosphere with Furla Genesi, a style-statement mini bag.
#ItalybyFurla #FurlaFW23

12.10 BROLL



Colors and shapes of mini Furla Genesi.
Pick your favorite.
#ItalybyFurla #FurlaFW23

11.10 BROLL



The benessere of being yourself.
Discover all the colors of mini Furla Genesi.
#ItalybyFurla #FurlaFW23

15.10 ADV

FURLA furla



An Italian tale of *Eleganza* starring @irinashayk and her maxi Unica Furla. #ItalybyFurla #FurlaFW23

15.10 ADV

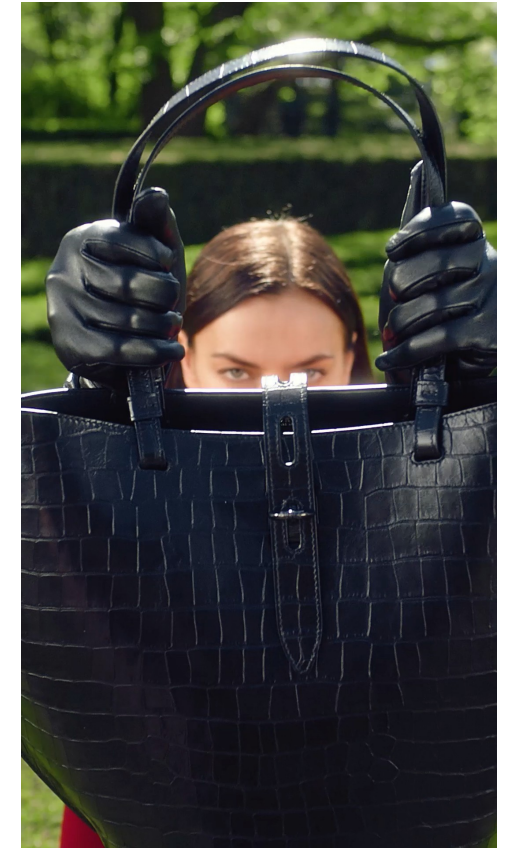
FURLA furla



Shapes and textures that please the senses: Unica Furla in cocco print. #ItalybyFurla #FurlaFW23

14.10 ADV E 6''

FURLA furla



Double up on the *Bellezza* of Unica Furla in cocco print. #ItalybyFurla #FurlaFW23

19.10 BROLL

FURLA furla



The *equilibrio* of components, in black and white. *Bellezza* is in every step.
#ItalybyFurla #FurlaFW23

18.10 BROLL 13 6''

FURLA furla



Choose Unica Furla in the nuance of *Bianco del gesso* to elevate any seasonal ensemble.
#ItalybyFurla #FurlaFW23

18.10 BROLL

FURLA furla



Bellezza is Equilibrio, Bellezza in Equilibrio.
The ideal balance of Unica Furla is here.
#ItalybyFurla #FurlaFW23

22.10 BROLL

FURLA furla



Furla Diamante's iconic shape adds to the beauty of *Giardino all'Italiana*
#ItalybyFurla #FurlaFW23

21.10 BROLL

FURLA furla



Pleasing the eyes and the spirit in total *Armonia*: Furla Diamante.
#ItalybyFurla #FurlaFW23

20.10 BROLL 04 6''

FURLA furla



True to Furla Diamante, walking through the *Giardino all'Italiana* in style
#ItalybyFurla #FurlaFW23

24.10 BROLL

FURLA furla



Add a touch of *Eleganza* to your look with the Furla Diamante mini bag .
#ItalybyFurla #FurlaFW23

23.10 BROLL

FURLA furla



The peaceful environment of a *Giardino all'italiana* resonates with the *Eleganza* of Unica Furla.
#ItalybyFurla #FurlaFW23

23.10 BROLL

FURLA furla



The new Furla Camelia in *Nero del Carbone* and *Bianco del Gesso* nuances.
#ItalybyFurla #FurlaFW23

SOCIAL MEDIA CREDITS

ADV FW23

(All images and videos featuring Irina)

Talent: Irina Shayk (@irinashayk)

Photographer: Koto Bolofo (@kotobolofo)

Art Direction and graphic design by Roberto Da Pozzo (@roberto_da_pozzo)

Film Director: Koto Bolofo / Paolo Zambaldi (@kotobolofo / @paolozambaldi)

Styling by: Carola Bianchi (@carolabianchi1)

Glam by:

Make up Artist: Seiko Nishigori (@seikonishigori)

Hair Stylist: Pierpaolo Lai (@pierpaololaihair)

ADV FW23 Still life

Photographer: Koto Bolofo (@kotobolofo)

Art Direction and graphic design by Roberto Da Pozzo (@roberto_da_pozzo)

DIGITAL ASSETS FW23

(all EXTRA images and videos in which there isn't Irina)

Photographer & Film Director: Paolo Zambaldi (@paolozambaldi)

Art Direction and graphic design by Roberto Da Pozzo (@roberto_da_pozzo)

Styling by: Carola Bianchi (@carolabianchi1)

Glam by:

Make up Artist: Seiko Nishigori (@seikonishigori)

Hair Stylist: Pierpaolo Lai (@pierpaololaihair)