

# Diesel Black Gold SS16 Campaign by Meri

Meri worked on the art direction of their fourth Diesel Black Gold campaign with stylist Marie-Amélie Sauv  and photographer Karim Sadli.

Download the images here: [Diesel Black Gold SS16 Campaign Merimedia.com](http://Merimedia.com)



## ABOUT THE CAMPAIGN

For the fourth consecutive season, Meri has teamed up with stylist Marie-Am lie Sauv  and photographer Karim Sadli to art direct the Diesel Black Gold advertising campaign. As a contrast to the New York streets of FW15, this season Meri explored the characterful suburban area of Los Angeles.

With its dynamic concrete structures and warm natural light, it created a romantic setting for the SS16 collection whilst still retaining an edge for which the brand has become known for.

## Credits:

Photographer: Karim Sadli

Stylist: Marie-Am lie Sauv 

Art Direction: Meri (merimedia.com)

Models: Lexi Boling & Timur Muharemovic

Hair: Damien Boissinot at Jed Root

Make-up: Hannah Murray at Art + Commerce

## ABOUT MERI

Meri is a creative agency with an innovative approach to contemporary media communication; offering a fully integrated range of services across Art Direction, Graphic Design, Editorial and Digital for the worlds of luxury, fashion and technology.

Their wide range of expertise covers film, print, online, mobile and in-store experiences, creating unified brand messages to truly engage

customers in today's fragmented landscape.

Clients Include: Gucci, Balmain, Hermès, Purple Magazine, Dunhill, Dior, Diesel, Stella McCartney, POSTmatter, Paco Rabanne, Comme des Garçons, Salvatore Ferragamo.