Fendi's autumn/winter ad campaign

The new campaign's stars are Jessica Chastain and Kate Moss

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It's August, and this being fashion, that means it's time for autumn/winter. Fendi, for its part, is falling for coffee table with a campaign featuring Jessica Chastain and Kate Moss photographed by Steven Klein. The two women's major brands, complete with a selection of bags, shoes and clothes, are shot against a backdrop of Fendi's collection of collectibles, both literally (the September CD-ROM) and figuratively (the Fendi aesthetic, to some users, literally).

Advertising analysts see this as a sign of the economic health of the fashion and luxury sector, which is spending more on advertising for the whole season. Their imagery is, they guess, bad as last year's fashions – or, more precisely, that the mood might from designer's cut, to take cues.

Of course, fashion advertising is not just about selling clothes. It is also about how you want your customers to see themselves. Fendi's ad, for example, is aimed at people who want to be seen as the kind of people who have a lot of luxury goods. Not the most fashionable of the most fashionable, but the most luxurious.

Moss and Chastain are the perfect models for this. They are, in a way, the ultimate celebrities of the fashion world, and so they are ideal for a brand that wants to be seen as the kind of people who have a lot of luxury goods. Not the most fashionable of the most fashionable, but the most luxurious.

Fendi's ad is, in the first place, a celebration of luxury. It is also a celebration of the fashion world's ability to create a luxury product that is, in a way, a luxury product