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For Dogs' Sake: William Wegman Shoots His Weimaraners Wearing Acne

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William Wegman x Acne Studios S/S 2013 Campaign
(William Wegman/Acne Studios)

From the runway at Mulberry to the fiber content at Marc Jacobs, dogs seem to be everywhere in fashion these days. Now they are the stars of Acne Studio's spring 2013 campaign. William Wegman, the witty conceptual artist known for anthropomorphizing his pet Weimaraners in various costumes and poses, has collaborated with the Swedish denim company-turned-multi-pronged lifestyle brand and global ambassador of functionalist euro-hipsterdom to photograph their campaign.



The eminent canine portraitist snapped his photogenic pooches modeling currency-print suits, heeled clogs, and an ethereal linen maxi-skirt from Acne's resort 2013, women's spring summer 2013 and men's spring summer 2013 looks. "I'm a big fan of William Wegman's work," ACNE's creative director Jonny Johansson told *Grazia Daily*, "its beauty, witty humour and intelligence but also what it says about identity and culture. I always thought it would be interesting to work on a project together. The outcome is beyond all expectation."