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WestGroupe's Fysh Debuts 2022 Visual Campaign

By Staff
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Quick Take: WestGroupe is debuting the 2022 Visual Campaign from Fysh, titled Modern Morocco.
Specifics: Fashion photographer Yu Tsai shot the campaign in a Hollywood Hills Moroccan mansion. The location's mesmerizing mosaics and stunning architecture complements the intricate detailing and rich, jewel tones of the 2022 Fysh sun and optical collections.
Selling Point: Alexis Nyiro, director of marketing and product development at WestGroupe, said, "The Fysh woman loves prints and color, and this location was the perfect setting to showcase our brand DNA. The custom mosaics throughout the home were breathtaking and paired well with the color palette and design features of the 2022 eyewear and sun collection. The result is a bold, sophisticated visual campaign that perfectly reflects the Fysh brand and consumer."
www.westgroupe.com

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