

Via Spiga Debuts Spring 2016 Advertising Campaign Featuring Hilary Rhoda

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(NEW YORK—March 22, 2016) Via Spiga debuts its new Spring 2016 advertising campaign featuring renowned supermodel Hilary Rhoda and shot by photographer Paola Kudacki.

Cool and poised, Rhoda embodies an effortlessly chic spirit, with the objects of desire prominently featured in the foreground. Channeling the Via Spiga woman, she brings the brand's #getthereviaspiga philosophy to life, showcasing styles that address the multi-faceted needs of the modern woman.

The campaign features highlights from the Spring 2016 collection including: the Deedee stiletto sandal with blossoming leather detail in fuchsia, the Laney suede lace up sandal in military green, and the Nemy espadrille flatform in white.

From classic silhouettes and flirty styles to vibrant colors and playful detailing, Via Spiga offers an option for every mood and occasion.

"I'm excited to continue my partnership with Via Spiga for their spring 2016 campaign," said Rhoda. "It's an honor to be the face of an iconic brand that creates beautiful styles for every woman and every occasion."

The campaign launches in print and online in the beginning of April. The collection will be available for purchase on ViaSpiga.com and at major department stores in the U.S. including Nordstrom and Bloomingdale's.

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ABOUT VIA SPIGA

Established in 1985 and named after one of the most famous shopping districts in Milan, Via Spiga stands for the finest Italian design. With sleek and architectural designs, Via Spiga's collection of footwear and accessories brings high fashion off the runways to fashion-conscious women around the globe.

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