



[#4 - The Anartist reinvents the format]

etnia  **BARCELONA**

Etnia Barcelona introduces “BE ANARTIST”, its new global campaign inspired by the icons of cinema and art, by the photographer Biel Capllonch.

#BeAnartist

Based on the artistic avant-gardes, Etnia Barcelona has created a Manifesto and an Anartist Decalogue, composed by 11 commandments, to deepen in its brand identity and to claim that the brand is more than color, culture and quality: Etnia Barcelona is independent, rebellious and daring. A brand that does whatever it wants whenever it

Its essence is artistic and anarchic, its DNA is “Anartist”.

wants, a brand that's free. “Anartist” is everyone who believes that standards are unnecessary, that stereotypes corrupt creativity and that people should fight against them to find their own way to express themselves, through their critical, demanding and individual power.

“BE ANARTIST” is a campaign composed by different photographs that express the Anartist's attitude, that challenge the viewer, provoking him. Filled with film references, the campaign photos recall mythical movie scenes such as

“A Clockwork Orange”, “The Big Lebowski” or “Pulp Fiction” and they are a tribute to movie directors such as Hitchcock, Lynch, the Coen Brothers or Kubrick.

All of the pictures have a common element: all the Anartists are wearing Etnia Barcelona's glasses. A campaign where all the eyewear collections of the brand are the protagonists. At Etnia Barcelona we create our models from this perspective: the Anartist attitude influences the creative process

of our products, leaving a footprint on each of our models.

Each collection responds to some concerns and values that we need to convey and that we express through our creations. Inspired by different artistic references, we want to transmit our independent, original and disruptive character to the people who wear our glasses. To encourage a different view of the world. To make visible what remains invisible. Different collections for different personalities: Originals for the purest



[#3 - The Anartist defies space]



[#2 - The Anartist creates without logic or intent]



[#1 - The Anartist respects and does not judge the public]

Because each glass reveals an attitude and a different way to understand and look at the world.

ones, Advance for the techies, Vintage for the old school lovers and Capsules for the most daring ones: artists like Araki, McCurry, Klein or Basquiat have inspired our creations for all those who love culture, art and photography.

Because we enjoy freedom of creativity and we dare to challenge the traditional artistic canons. Because each glass reveals an attitude and a different way to understand and look at the world. Because the vision is personal, unique and non-transferable. Because our glance should be Anartist. To make this campaign we longed to collaborate with Biel Capllonch, photographer bounded to the image of the Sonar Music Festival

from many years, for its transgressive aesthetics and cultural references. His work is irreverent and high influenced by the world of cinema, strengthening the cinematographic aspect of his photos. This is precisely what he has done for the "BE ANARTIST" campaign, capturing the "Anartist" essence of Etnia Barcelona in each of the scenes.

ETNIA BARCELONA
Enric Morera 42-44, 2a planta
08950 Esplugues de Llobregat
Barcelona, Spain

T+34 934 735 085
F+34 933 714 512

www.etniabarcelona.com