



Photography Talia Chetrit

Acne Studios' nudes just leaked

The Scandinavian label just dropped a cheeky new campaign celebrating its slick Musubi bag

Acne Studios Musubi Bag campaign

10 IMAGES



Spotted: Acne Studios' Swedish headquarters – as well as locations in LA, NY, and London – have been taken over by monster nudes! In celebration of a new-season iteration of the Scandi label's sleek Musubi Bag, founder Jonny Johansson got on the phone to American artist Talia Chetrit, and managed to convince her to shoot a very special campaign.

The result is a bunch of arty, sensual, and v cheeky nudes, as a bunch of male dancers bend over and touch their toes, bums in the air, or contort their naked bodies as they clutch onto hot pink, white, tan, and black versions of the luxe leather bag. "'I've long admired the work of Talia, because she treats everything in a singular, very personal way," Johansson explains. "This project was her idea entirely – we just sent her some bags to photograph as she wished."



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With the New York-based artist's work often honing in on themes of intimacy, domesticity, and sexuality, the images she has created for Acne Studios turn the lense on the sleek muscular form of the dancers, chosen because they "resembled the figurative qualities of the bag". The Musubi itself, meanwhile, takes its cues from the Japanese obi sash with its clean lines and signature knots.

Check the campaign out in the gallery above.

