



Jill Stuart Beauty’s autumn campaign foregrounds a personal take on musical minimalism

Description



With fall just around the corner, **Jill Stuart Beauty**’s new campaign evokes velvety textures and autumnal tones with an **introspective electronica** soundtrack.

The soft feel of rose petals is the central motif of the brand’s **Lip Blossom Velvet** spot, and through our work with this project it is beautifully accompanied by the work of American composer **Andrew Shapiro**.

His song **Richard Serra (mix v2)** is a reworked version of the original **Richard Serra**, which appeared on his 2003 release *Invisible Days EP*. Although he is primarily influenced by 80s **new wave** pop and **Philip Glass**-style minimalism, *Invisible Days* re-introduced Shapiro as a sound designer of vocal music; aided by the airy vocals of **Keisha Hutchins**. Minimalism in all its forms is never far from Shapiro's mind, though: the song is in tribute to the real Richard Serra, the American **minimalist sculptor** and **video artist**.

The dreamy new spot for Jill Stuart Beauty can be seen below.