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Megan Chase
For Those Who Crave

Earlier this year at the Fall 2014 fashion week in Milan, Jeremy Scott's daring Moschino debut collection hit the runway. "Trashy", "delicious" and "over-the-top" were some of the adjectives used to describe the collection, which was inspired by McDonald's.

The ad campaign for the collection has just been released and Scott provides us with a series of photos that transforms the trashy creations into elegant pieces. The 'modern-day society swans' (Linda Evangelista, Stella Tennant, Saskia de Brauw, Carolyn Murphy, Karen Elson and Raquel Zimmerman) were photographed in a black and white recall of Peter Lindbergh in the mid-nineties by Steven Meisel and styled tastefully with bouclé by Carlyne Cerf de Dudzele.