



LOEWE - campaign "Ballet Runner"

T A V O .



LOEWE

LOEWE & BEETA came to us for the campaign launch of its sneaker "Ballet Runner", a sport sneakers with the elegance of Loewe products and the elasticity of a ballet shoe.

Loewe wanted to show the creation of the shoe that we modeled in 3d by hand to have all the materials in layers and highlighted their high-quality materials and artisan construction but also their aesthetic and ballet inspiration in its design. Made special emphasis on the textures to show its high quality and craftsmanship. Finally, they also created a matching bag and many sneaker variations in color and material combinations, so we made a couple of videos more for them.

Concept & Art Direction
Studio TA\VO

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Jose Gallardo

Designers & Animation

Tavo Ponce

Fernando Tendero



LOEWE #balletrunner (Director's cut)

from **TAVO**



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Styleframes

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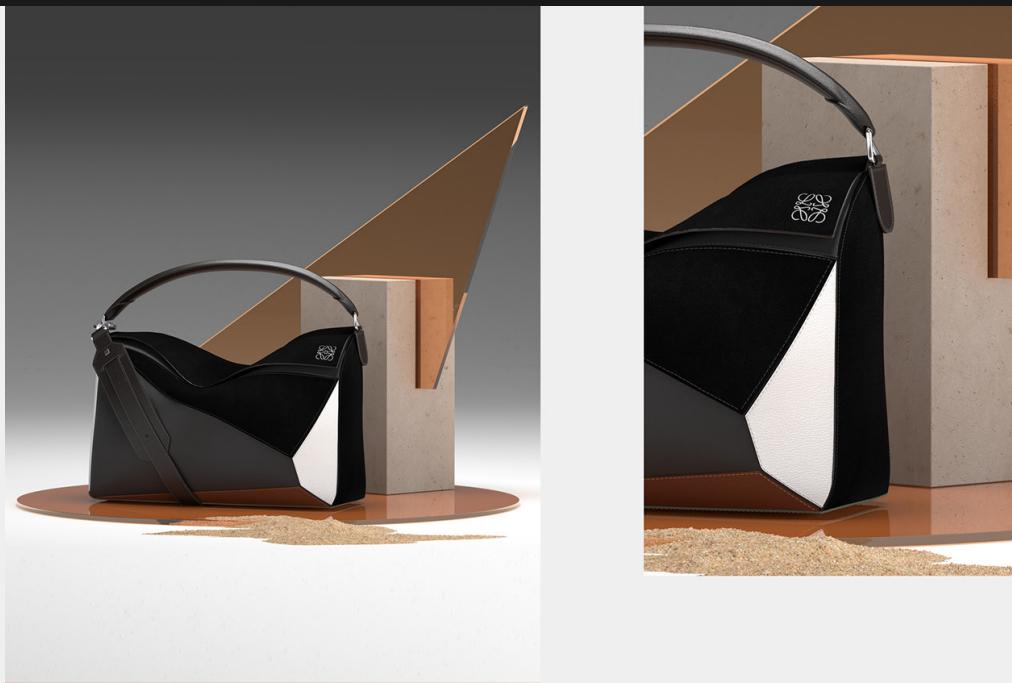
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Ballet Runner Colors

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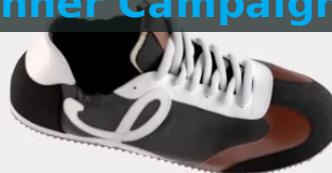


Process Reel



Loewe BalletRunner Campaign - Process Reel

from [TAVO](#)



Process Reel
LOEWE

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[!\[\]\(7a315dbd5736d1ca324577d88145843b_img.jpg\) Sign Up](#)**Ricardo Sanprieto**

3 hours ago

Fresh design and presentation

!

**Lola Téllez Domínguez**

12 hours ago

Beautiful

**karim saif**

12 hours ago

Nice!

**Areeb mohammad** 

13 hours ago

Beautiful! **MD Nur Alam**

13 hours ago

Wow, nice color and texture, excellent work

**Alexandr Shabala**

14 hours ago

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I love it, guys!



ibrahim er

16 hours ago

Nice work!



Oleksandra B

16 hours ago

that's incredible job ❤

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CREDITS



Guido Smider

📍 Milan, Italy

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