THE 2018 COLLECTION
SHOT AT RIAD DE TARABEL, MARRAKESH
WITH MR & MRS SMITH
JULY '17
Riad de Tarabel is captivating. It was a beautiful and difficult decision to turn away from the cliché Moroccan palette and create such monotone elegance; warm grey paint frames the doorways and washes the balustrades, fine decorative wrought iron sweeps around the balconies. The floors are an eclectic mix of pale decorative tiles and the furniture and lighting appear stolen from a grand Parisian salon. Small stuffed parrots that have seen better days add a touch of quirkiness and their noble silence accentuates the shocking noiselessness of this haven.

Unfortunately, I am not here to unwind (I can feel it happening) as the riad is to become the backdrop of our Bridal Collection campaign shoot. The team gradually arrive from New York, Amsterdam, Copenhagen and London. Chosen for their special talent and flown in from all corners of the world I imagine we are the fashion equivalent of a Marvel Comic gathering. I am not disappointed.
“It’s a gorgeous day and as the morning call to prayer begins the camera starts clicking.”
“We spend a day discussing shots around the Riad, planning the right dress for each location and with a local guide enter the souk to arrange some atmospheric reportage type shots.”
“We start early the next morning with yoga on the roof terrace feeling the warmth of the sun as it begins to rise over the terracotta coloured roofs.”
Above: Model wears Verity pearl and crystal embellished top, Magia tulle skirt and satin belt. Styled with diamond jewellery by Jenny exclusively for Goldsmiths.

Above: Model wears Euphoria gown, styled with platinum & rose gold diamond ring and earrings by Jenny exclusively for Goldsmiths.
“It was a beautiful and difficult decision to turn away from the cliché Moroccan palette and create such monotone elegance.”
“A small band of boys have been recruited to turn up for the shoot dressed in their white djellaba to play page boy to our happily groomless bride.”
“It was 46 degrees as we followed photographer and film crew through a tour of the riad hotspots into the wilds of the souk as they played voyeur to our model who, as the sun set was last seen riding side saddle on a moped that definitely didn’t have an MOT. A sweaty, tiring, unforgettabley wonderful day.”
“Sitting on the plane home I know I have a beautiful campaign to launch our collection and tonight somewhere in North London I will scatter stolen rosebuds from the riad’s bathroom into my tub and imagine I am back where I started just a few days ago.”