

ROCK HUDSON: In an intersection of good jeans and good genes, Hudson Jeans

> has cast Georgia May Jagger, the youngest daughter of Jerry Hall and Mick
> Jagger, in its fall ad campaign. ³Georgia is the new era of girl,² said
> David Lipman, who is helming the campaign. ³A miracle like this comes around
> every 30 years.² Which is to say Lipman, who also serves as an operating
> partner in Fireman Capital, Hudson's majority investor, sees the marketing
> magic in Jagger < so much so that Hudson signed her for three years. While
> she's done a bit of editorial, this is the first ad campaign for 17-year-old
> Jagger, who has her mother's blonde hair and bone structure. It's also the
> first step in a major rebranding push for the Los Angeles-based premium
> denim label, which was founded in 2002. The shoot, photographed by Mario
> Sorrenti and styled by Camilla Nickerson, takes place this weekend in London
> (though Hudson is known for its Union Jack logo) and Lipman said the results
> will shift the traditional campaign paradigm. ³It's going to take the
> digital age and the print age and crash them,² he said, adding that print,
> online, viral video, outdoor venues and social networking will all be in the
> mix. As for the concept, the cameras will follow Jagger through her London
> life, including a trip to a club with her friends and boyfriend Django James
> of the band Django James & The Midnight Squires. ³But it's really about
> Georgia,² said Lipman. ³She is going to take the world by storm. Mark my
> words. ²