



**CALVIN KLEIN X
HERON PRESTON**

Calvin Klein collaborated with designer Heron Preston on a series of billboard advertising in New York City.

These billboards blew up on social media as each featured celebrity and the photographer shared their moment in the spotlight.





IRL TO URL

3.2M+

potential people reached
on Instagram

890K+

potential people
reached on Twitter

SOURCE: INSTAGRAM, TWITTER, 2021.

