

# Michele Morrone becomes the new face of Guess

Italian actor and singer, Michele Morrone, has been featured in the new Guess fall/winter 2021 global holiday advertising campaign. The campaign, directed by Guess's chief creative officer Paul Marciano, was shot by fashion photographer Nima Benati at Villa Erba on Lake Como in northern Italy.

Morrone gained international recognition following his performance in the film *365 Days* and on the film's soundtrack, proving to be multi-talented superstar. He has also gained traction on social media, with approximately 10 million followers on Instagram alone.

For more, visit: <https://www.bizcommunity.com>