# Daniel Craig breaks style norms with Loewe at Queer premiere



Los Angeles, a city renowned for its glamorous events, recently witnessed the dazzling presence of Daniel Craig at the premiere of his latest film, Queer. The renowned British actor, best known for his iconic portrayal of James Bond, has taken a stylistic turn, redefining his fashion persona with his association with Loewe [pictured], the luxury fashion house. Announced as Loewe's new ambassador over the summer, Craig joins an impressive roster that includes actors Jamie Dornan, Josh O'Connor, Taylor Russell, and his Queer co-star, Drew Starkey.

The premiere took place this Thursday and provided a fitting stage for Craig to showcase his allegiance to Loewe. Under the creative vision of Jonathan Anderson, who also designed costumes for Queer, Craig stepped into the spotlight, wearing an ensemble that epitomised modern elegance mixed with avant-garde flair.

From head to toe, Craig's outfit was a testament to Loewe's contemporary design philosophy. He opted for a sleek, well-groomed hairstyle complemented by a striking pair of yellow-tinted sunglasses. The centrepiece of his outfit was an oversized, double-breasted blazer in a dove-grey hue, accentuated with cream pinstripes and glossy black buttons. This jacket featured classic peak lapels and relaxed shoulders, embodying the relaxed sophistication that Loewe is known for.

Beneath the blazer, Craig wore a simple white tee, allowing the statement piece to draw full attention. He paired the blazer with generously cut trousers, adding a touch of relaxed elegance to his ensemble. His look was completed with Loewe's Flow Runner sneakers, a contemporary choice that underscored the actor's shift from the sleek, form-fitting apparel he once donned as Bond, to more experimental and comfortable styles.

The oversized tailoring marked a significant departure from the sharply tailored silhouettes Craig was synonymous with during his tenure as the suave secret agent. Designers like Giorgio Armani and Ralph Lauren have long championed the oversized suit trend, a style embraced by a variety of professionals worldwide. Craig's latest fashion choice signals a new era in his style journey, one that seems to embrace bold choices and comfort over the traditional sleekness of yesteryears.

The LA premiere of Queer not only highlighted Craig's evolving fashion sense but also underscored his enthusiasm for experimenting with new styles. While his days of espionage on-screen may be behind him, Craig appears to be enjoying this creative evolution, engaging with fashion in a way that is both playful and sophisticated.

The partnership with Loewe represents a fresh chapter in Craig's career, allowing him to explore and redefine his public persona, both on and off the red carpet. As he continues to champion Loewe's distinctive designs, it's evident that Daniel Craig is not only cementing his status as a versatile actor but also as a notable figure in the fashion world.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://hunksover40.com/2024/07/25/daniel-craig-unveils-his-fashion-prowess-in-loewes-fall-winter-2024-mens-campaign/> - Corroborates Daniel Craig's involvement in Loewe's fall/winter 2024 men’s campaign and the creative direction by Jonathan Anderson.
* <https://hero-magazine.com/article/261038/is-that-daniel-craig-in-the-new-loewe-campaign> - Supports the information about Daniel Craig adopting different personalities in the Loewe campaign and the inspiration from artist Richard Hawkins.
* <https://people.com/daniel-craig-is-unrecognizable-in-new-loewe-campaign-8678195> - Details Daniel Craig's transformed appearance in the Loewe campaign, including his hairstyle and attire, and the campaign's focus on identity and desired image.
* <https://fashionmagazine.com/style/daniel-craig-loewe-campaign/> - Confirms Daniel Craig's unrecognizable look in the Loewe Fall 2024 campaign, including his side bangs and patterned sweater.
* <https://www.loewe.com/usa/en/stories-collection/fw24-collection-campaign.html> - Provides official information from Loewe about the FW24 campaign featuring Daniel Craig and Greta Lee, and the inspiration from Richard Hawkins.
* <https://hunksover40.com/2024/07/25/daniel-craig-unveils-his-fashion-prowess-in-loewes-fall-winter-2024-mens-campaign/> - Mentions Jonathan Anderson's creative direction and the collaboration with Daniel Craig, which aligns with the premiere event's fashion choices.
* <https://hero-magazine.com/article/261038/is-that-daniel-craig-in-the-new-loewe-campaign> - Explains the plain white background in the campaign photos, focusing on the subjects and their attire, similar to Craig's outfit at the premiere.
* <https://people.com/daniel-craig-is-unrecognizable-in-new-loewe-campaign-8678195> - Describes the bold and unconventional style of the collection, which matches the description of Craig's outfit at the 'Queer' premiere.
* <https://fashionmagazine.com/style/daniel-craig-loewe-campaign/> - Highlights Loewe's avant-garde fashion campaigns, which align with the experimental and comfortable styles Craig is now embracing.
* <https://hunksover40.com/2024/07/25/daniel-craig-unveils-his-fashion-prowess-in-loewes-fall-winter-2024-mens-campaign/> - Mentions the collection's blend of pop culture and history, reflecting the creative approach seen in Craig's fashion choices at the premiere.