

Museum
für Gestaltung
Zürich

Freundeskreis

Edition 2024, 2nd series



Oliviero Toscani, Chi mi ama mi segua, 1973

Oliviero Toscani

Fine-art print

Satin/Oyster photo paper, 2024

Signed on print

Edition of 20

24 x 36 cm

Frame 38.5 x 49.5 cm [h x w]

Black ash, museum glassUV92

CHF 700 / CHF 560 (members), framed

CHF 550 / CHF 440 (members), unframed

Available at the museums and in the eShop

For years, Oliviero Toscani kept urging the owner of the fashion brand Kappa, Maurizio Vitale, to finally make jeans. While searching for a brand name, the two were strolling down Broadway in New York City one day and noticed the words “Jesus Christ Superstar” sparkling on a theater marquee. Oliviero spontaneously suggested “Jesus Jeans,” pointing out that this unprotected brand name had already been on everyone’s lips for thousands of years. In the kitchen, the two designed a belt with the new name for their friend Donna Jordan’s ultra-short shorts. Toscani photographed her bottom in an overtly sexy pose, accompanied by the biblical slogan “If you love me, follow me.” The poster set off a huge scandal in Italy, with young people captivated by the campaign and Catholic conservatives condemning it as blasphemous. The brand had set a sure course for success.