

# Fashion



# Style



# LOEWE



Fashion Collection

# Intro

## WHY LOEWE?



Loewe, a Spanish luxury house founded in 1846 and now part of the LVMH group, has experienced a creative rebirth under Jonathan Anderson since 2013. While globally recognized for its leather craftsmanship and intellectual fashion, it remains less mainstream than Gucci or Louis Vuitton—making it the perfect subject for a mid-sized luxury brand analysis.



# Sacred Brand Elements



| ELEMENT                      | SIGNIFICANCE                                                         |
|------------------------------|----------------------------------------------------------------------|
| Anagram Logo                 | Four interlocking Ls - timeless, calligraphic, quiet luxury symbol   |
| Puzzle Bag                   | Brand-defining object - cubist, modular, minimal, iconic             |
| Leather Craftsmanship        | Over 175 years of mastery rooted in Spain                            |
| Art Collaborations           | Partnerships with artists and museums - blurring fashion and gallery |
| Natural Textures             | Raffia, canvas, leather - emphasis on touch, simplicity, tactility   |
| LOEWE Foundation Craft Prize | Annual prize that champions global craftsmanship                     |

# Brand Consistencies

Fashion Collection



Loewe has done a remarkable job of preserving a clear DNA across products and communications:

- **Artisanal luxury identity** consistent across campaigns and in-store experiences
- **Intellectual visual storytelling** – lookbooks and campaigns feel like editorials
- **Quiet confidence** – doesn't rely on logos or hype marketing
- Consistent use of **earth tones, natural light, and architectural space** in visuals
- Ongoing presence in **arts and craft discourse**, not just fashion shows

# Brand Inconsistencies



| Area                 | Inconsistency                                                                                          |
|----------------------|--------------------------------------------------------------------------------------------------------|
| Global Awareness     | Loewe is beloved by fashion insiders but still under-recognized globally compared to peer brands.      |
| Conceptual Messaging | Some campaigns are so abstract they lose emotional connection with wider audiences.                    |
| Product Anchoring    | Puzzle bag is a hit, but other icons arenâ€™t equally nurtured or recognized (Flamenco, Hammock, etc.) |
| Audience Clarity     | The Loewe “muse” feels artistic but not emotionally defined or inclusive.                              |

# Consulting Advice to Loewe



## Sustainability as Sensuality

- Loewe uses natural materials, but rarely markets sustainability as a luxury experience.
- Example: “The Feel of Future Craft”—a campaign around sustainable materials as modern sensuality.

## Expand Cultural Presence

- Enter more emotional or cultural spaces : literature, poetry, music. Loewe already operates like an art gallery—now let it speak like a storyteller.
- Localise content to connect with emerging global markets.

## Reinforce Sacred Icons

- Choose 2–3 hero products per year and campaign them as living icons (like Hermès with the Birkin or Chanel with the tweed blazer).
- Example: “The Puzzle Story” campaign with short films, process videos, and customer memories.

## Create a Stronger Emotional Anchor

- Move beyond abstract minimalism and tap into personal stories—how Loewe empowers its wearers emotionally, not just aesthetically.
- Feature global creatives or everyday artisans wearing Loewe in daily life.

Bag

Collection



Fashion Collection



Fashion Collection