

EVENTS / CAUSES

Kenzo makes water fashionable with evian partnership

September 29, 2014



evian + Kenzo water bottle

By STAFF REPORTS

French fashion label Kenzo is teaming up with French mineral water brand evian for a limited-edition bottle.

Sign up now

Luxury Daily

The partnership carries over the inspiration behind Kenzo's Fall/Winter 2014 collection, for which the brand looked to director David Lynch's oeuvre. Finding the right brand to partner with can be tricky, especially when the products in question are available at low price points, but evian has established its merits with other luxury brand collaborations in the past.

Mountain rush

Although Mr. Lynch's work is strange, mysterious and oftentimes disconcerting, Kenzo and evian crafted a water bottle that draws on the director's playful side. Plus, water bottles by their nature should be inviting.

Kenzo notes that the bottle "features a broken floor pattern, toying with the idea of shifting the elements."

Vibrant blue and yellow lines clash in multiple directions on the bottle and Kenzo's name

appears below evian's in red text. The bottle is slim with a long neck.



evian + Kenzo water bottle

Kenzo revealed the partnership at its spring ready-to-wear show Sept. 28 in Paris.

A video was produced to generate interest on social media.

Embedded Video: [//www.youtube.com/embed/HwUgB3zHBQE](http://www.youtube.com/embed/HwUgB3zHBQE)

evian + Kenzo naturally playful

The brand has not yet released details about how and where consumers can purchase the limited-edition bottle, but it is likely that the bottle will be reserved for Kenzo retail locations.

In the past evian has collaborated with Elie Saab, Courrèges, Paul Smith, Issey Miyake, Jean Paul Gaultier and Christian Lacroix.

In 2012, Diane von Furstenberg partnered with evian to create limited-edition bottles that feature the designer's logo and a handwritten saying.



DVF + evian bottle

Consumers around the globe were able to purchase the “DVF Limited Edition” 750ml bottle ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.