

COMMERCE

Eres creates capsule collection to entice summer consumers

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Eres' capsule collection with Laure Heriard Dubreuil

By KAYSORIN

French swimwear brand Eres is appealing to stylish consumers by introducing a new capsule collection in collaboration with brand ambassador Laure Heriard Dubreuil.

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The collection is inspired by the colorful aesthetic of Miami, where Laure Heriard Dubreuil owns the popular luxury boutique The Webster. Capsule collections can entice consumers to purchase products because they are unique and available for a limited time only.

"Laure Heriard Dubreuil is a perfect fit for Eres," said Nicole Larrauri, managing partner at [EGC Group](#), Melville, NY. "She is responsible for transforming The Webster from a shopping destination to a worldwide fashion influencer.

"Her combination of feminine sensibility of Miami chic compliments the core brand of Eres."

Ms. Larrauri is not affiliated with Eres, but agreed to comment as an industry expert.

Eres was unable to respond by press deadline.

Once in a lifetime

Laure Heriard Dubreuil is well-known as the founder and chief executive officer of The Webster in Miami. She frequently appears on style blogs and in high fashion magazines and is an influencer in the industry.



The line is inspired by the colorful Miami architecture

For Eres, Ms. Dubreuil is a fitting brand representative, because she is elegant, stylish and French. She exudes many of the qualities that make up the brand aesthetic and is a figure that consumers can aspire to be like.

There are many benefits to releasing a capsule collection, especially in collaboration with a celebrity such as Ms. Dubreuil. Firstly, capsule collections motivate consumers to purchase immediately because the products will only be available for a short time.



Ms. Dubreuil has been a fan of Eres for many years

Secondly, working with a celebrity name allows a brand to reach a different group of consumers. For example, some fans of The Webster may not be familiar with Eres, and this new collection, which will be sold at the Miami boutique, will be an ideal introduction that will likely inspire them to think of the brand in the future.

The collection features brightly colored swimwear with quirky, fun patterns. Ms. Dubreuil expressed that she was inspired by the Cuban Art Deco aesthetic of Miami and the architecture, which is frequently colorful and unusual.



The Webster boutique sells many luxury brands

Eres dedicated a page of its Web site to the collaboration, sharing photos of the pieces. Some images showed behind-the-scenes work on the collection, and a short video of Ms. Dubreuil describing her inspiration for the project was included.

The capsule collection will be sold at both Eres stores and The Webster.



There are both one-piece and two-piece suits available

Fast friends

This is not the first time that The Webster and Ms. Dubreuil have collaborated with a luxury brand. The increasingly popular boutique has been getting more publicity and working with some big names.

For example, when LVMH-owned department store Le Bon Marché kept up tradition by hosting a winter-themed event in-store The Webster was chosen to co-host.

The French retailer partnered with Miami-based boutique for an exclusive collection of white hued merchandise from labels like Chanel and Valentino. This collection was available in-store at both retailers from Jan. 12 through Feb. 21, allowing both stores to invoke a feeling of each other's culture for a brief period of time ([see story](#)).

Oftentimes capsule collections are successful because they benefit both brands involved. For example, Italian fashion label Emilio Pucci recently gave consumers a taste of "Riviera glamour" through a limited-edition capsule collection with tailored resort wear brand Orlebar Brown.

The 20-piece capsule blends the brightly colored archival Pucci prints with the modern sophisticated aesthetic of Orlebar Brown. The multichannel launch campaign for the collection gives the prints the spotlight, reaching a new generation of consumers with its iconic design style ([see story](#)).

Eres' capsule collection will likely benefit both the French swimwear brand and Ms. Dubreuil's boutique, The Webster.

"At a 400 dollar or more price point for swimwear, it's all about creating shopper lust, which is best done through visual digital media and video," Ms. Larrauri said. "The online video brings heat and style that a traditional print ad could not."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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