

COMMERCE

Lanvin taps couturier Bouchra Jarrar to head women's collections

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Bouchra Jarrar

By STAFF REPORTS

French fashion house Lanvin has named Bouchra Jarrar its new artistic director of women's collections.

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Ms. Jarrar's more than 20 year fashion career includes stints at Jean Paul Gaultier, Balenciaga and Christian Lacroix, and her eponymous fashion line founded in 2010 became an official member of the Chambre syndicale de la haute couture in December 2013. This appointment, announced March 11, fills a role left vacant since October, when longtime artistic director Alber Elbaz was dismissed.

Fresh talent

Lanvin let Mr. Elbaz go after 14 years due to directional differences. During his tenure, he turned the struggling house around, creating a fashion force with revenues around \$321 million ([see story](#)).

Following his termination, employees voiced their disapproval of the company's choice ([see story](#)). Since then, Lanvin has been without an artistic director, showing collections designed by an in-house team.

Ms. Jarrar will be in charge of Lanvin's women's wear collections, whereas Mr. Elbaz oversaw both the men's and women's lines. According to WWD, current Lanvin menswear designer Lucas Ossendrijver is in talks to become the men's artistic director for the house.



Bouchra Jarrar with Lanvin CEO Michle Huiban

Splitting up the duties for the men's and women's sides of the brand, much like Dior and Louis Vuitton currently do, may help to fight designer fatigue. Large fashion labels are expected to produce numerous runway shows each year, with almost no time in between each presentation.

The 45-year-old Ms. Jarrar brings a couture craftsmanship and eye to Lanvin. Picking a female designer is also a fitting choice for Lanvin's heritage.

"Bouchra Jarrar is a talented and visionary designer," said Michle Huiban, CEO of Lanvin. "She is the obvious choice for Lanvin. Her timeless style is in keeping with the style and values of our company, founded by Jeanne Lanvin more than a century ago.

"Her talent, her high standards and her mastery of cuts and fabrics will bring a breath of freshness and modernity into the house, while respecting its soul as the oldest Paris fashion house, a symbol of French elegance," she said. "Mrs. Wang, Bouchra Jarrar and I share the same modern vision of fashion, so it was only natural that our paths should cross and lead to a fruitful collaboration."

The designer's focus with her eponymous label is primarily on tailoring, with collections that are more daywear than evening. While she may not be a household name, she has a loyal cult following.



Bouchra Jarrar spring 2015 couture show

"It is a huge honor to continue promoting the Lanvin style, with designs created in the company's ateliers' by teams who possess extraordinary expertise," Ms. Jarrar said. "Joining Lanvin meets a desire to expend my creation to wider fields of expression.

"It is my intention to bring to Lanvin the harmony and consistency of a fashion designed for women, a fashion of our time."