

APPAREL AND ACCESSORIES

Lanvin shows menswear creative talent its appreciation via anniversary edit

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Promotional image for Lucas Ossendrijver's "10 Years" capsule

By STAFF REPORTS

French fashion house Lanvin is celebrating the decade its menswear style director has been with the brand through an exclusive capsule collection.

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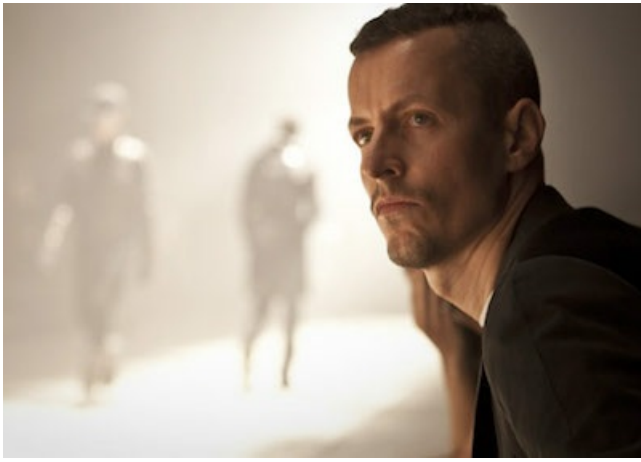
Lucas Ossendrijver has overseen the creation of Lanvin's menswear collections for the last 10 years. Mr. Ossendrijver joined the French house when he was hired for Lanvin Homme in 2005 by Alber Elbaz, who at the time was creative director.

Celebrating talent

Last October, Mr. Elbaz was asked by Lanvin's owner Shaw-Lan Wang to resign as creative director after a 14-year tenure overseeing both the men's and women's lines. During his time at Lanvin, the once ailing house saw an impressive turn around and once again became a force in the luxury fashion industry.

Under Mr. Elbaz's creative direction, the 126-year old Lanvin saw estimated revenues of approximately \$321 million. With Mr. Elbaz's resignation came employee protests and general shock among the fashion world ([see story](#)).

After creative differences pushed Mr. Elbaz out, Lanvin did not immediately appoint a successor. Mr. Ossendrijver was one of the rumored choices, but Lanvin ultimately selected Bouchra Jarrar as its new artistic director of women's collections ([see story](#)).



Lucas Ossendrijver

Lanvin is celebrating its creative talent now that the dust from its fallout with Mr. Elbaz has settled and Ms. Jarrar has been welcomed into the fold, showing her first collection, resort 2017, in June.

To show its appreciation for Mr. Ossendrijver's 10-year tenure at Lanvin Homme, the brand is promoting an anniversary capsule.

The brand sent an email blast to newsletter subscribers marking the occasion, its subject line reading, "Coming soon | Lucas Ossendrijver Exclusive '10 Years' Capsule Collection."

In the accompanying text Lanvin tells consumers that the capsule will become available Sept. 7 online and in-stores.

Although no pieces of the upcoming capsule are included, Lanvin links to the fall/winter 2016 collection where consumers can shop pieces from nine different looks. The collection was also touted in a behind-the-scenes social video.

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