

MEDIA/PUBLISHING

Loewe self-publishes weighty limited-edition title on its history

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Loewe: The Book

By STAFF REPORTS

Spanish leather goods house Loewe is telling of its past, present and future in a self-published tome.

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Loewe: The Book is phonebook-sized and recounts the brand's history through visuals documenting the brand's entire universe up until this point. A retrospective book for Loewe is notable, although the fashion space is relatively cluttered with houses' tomes, due to the LVMH-owned label's rejuvenation and rebranding under the creative direction of Jonathan Anderson.

Past, present, future

Loewe: The Book was self-published by the brand rather than going with a trusted publishing partner such as Rizzoli or Assouline, who commonly produce coffee table books on fashion and luxury-related topics.

For the project, Mr. Anderson trusted fashion and magazine expert Luis Venegas to edit Loewe: The Book. Mr. Anderson gave Mr. Venegas complete creative freedom for the book's creation, which may serve to present the house through an unbiased lens.



Loewe: The Book

Regarding Loewe: The Book, Mr. Anderson said in a statement he sees the project as a "useful reference tool."

Elaborating further he said, "It's not a book to be precious with, it's a hefty block of paper that's meant to be used and engaged with, documenting the entire universe of the brand until now, indicating where it stands today and where it might go next."

Numbered copies of 3 kilogram, or 6.6 pound, of Loewe's limited-edition book are available at the brand's boutiques, its Web site and select booksellers worldwide. Copies retail for 125 euros, or \$132 at current exchange rates.



Page within Loewe: The Book

Mr. Anderson has launched a number of projects that encapsulate the direction in which he hopes to bring Loewe.

Recently, Loewe communicated its direction under Mr. Anderson's creative direction through scent.

Since the designer arrived at Loewe in 2014, he refreshed the more than 170-year-old brand with a new logo, marketing image and design aesthetic, keeping the label's focus on craft and creativity at the heart. Loewe 001, the designer's first fragrance for the house, reflects the identity of Loewe under his vision ([see story](#)).