

APPAREL AND ACCESSORIES

DVF's creative transition paired with retooled logo, Web site

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Diane von Furstenberg, spring 2017

By STAFF REPORTS

U.S. fashion label Diane von Furstenberg is ushering in its new creative direction with a new logo and updated Web site.

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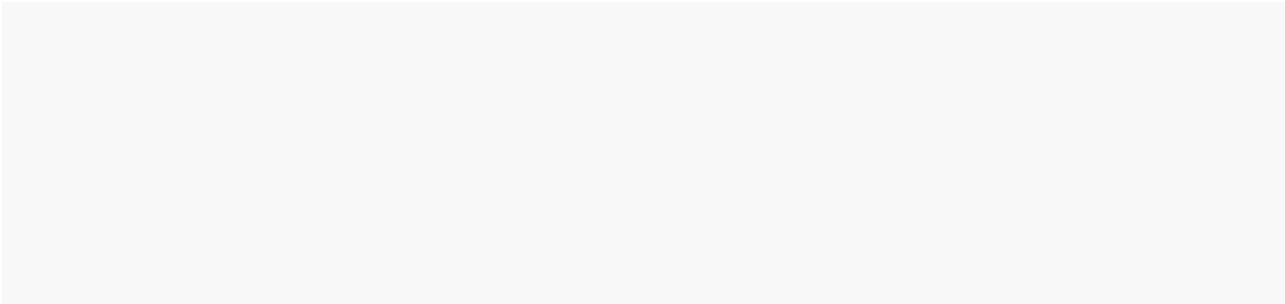
Designer Jonathan Saunders joined DVF in May 2016 as chief creative officer, a position that gives him charge of the overall creative direction of the brand. While the 69-year-old eponymous designer has not officially made any plans to step away from her label, she has made a number of strategic hires in recent years as she looks to cement her brand's future ([see story](#)).

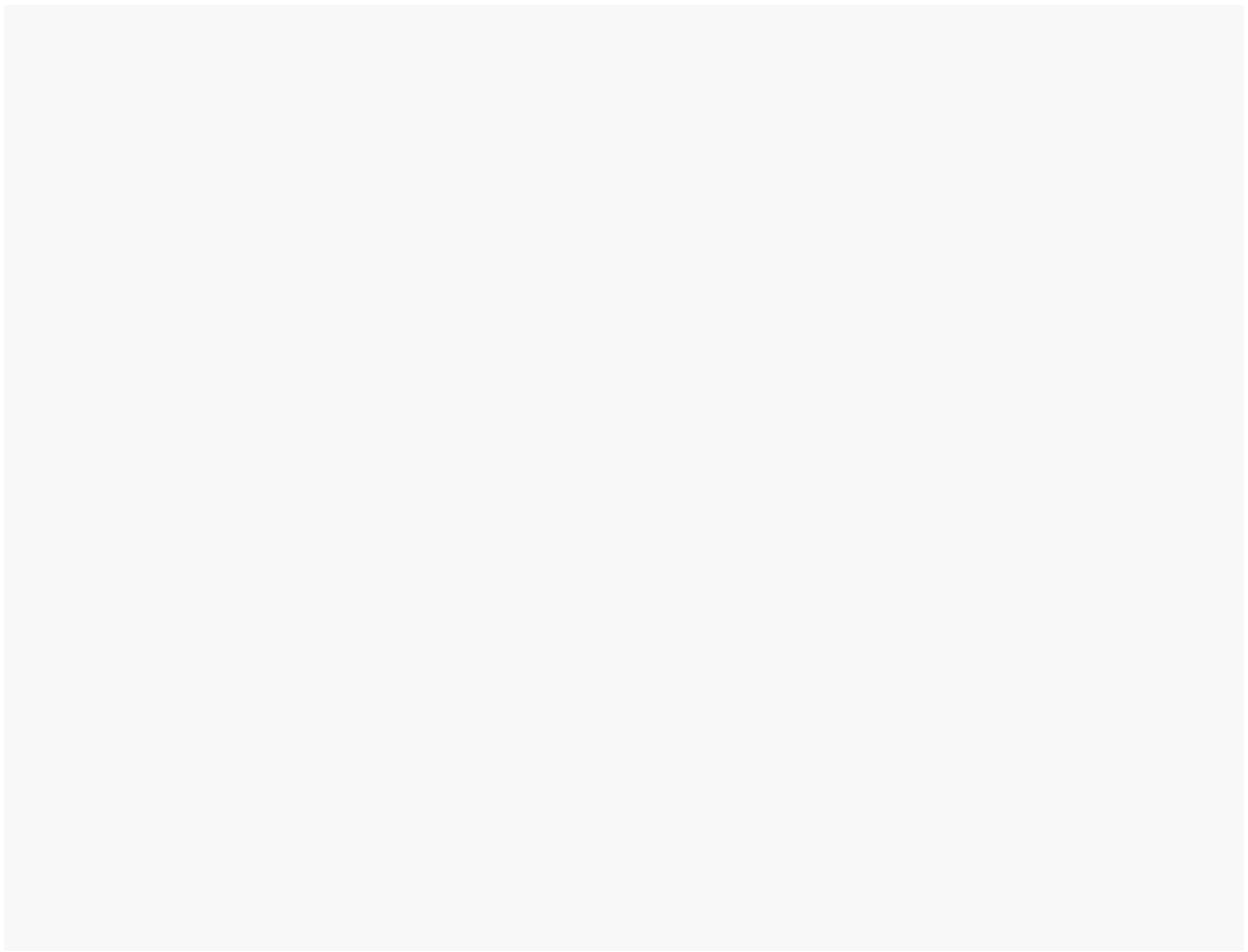
New and now

Leading up to Mr. Saunders' first collection for DVF, the brand retooled its logo and Web site.

The new logo swaps out Ms. von Furstenberg's initials, presented in tall, capital letters, for a typeface. Ms. von Furstenberg's name is spelled out fully, leaving a significant amount of space between "Diane" and "von," with "Furstenberg" appearing on its own line to keep the logo balanced.

In brand posts, the logo appears in white set against a red or marigold yellow background.





Introducing the logo for the new Diane von Furstenberg. Visit our new website at DVF.com.

A video posted by DVF (@dvf) on Jan 12, 2017 at 10:50am PST

On the DVF Web page, the new logo has been added to its pages. The yellow of the logo has also been applied to the New Arrivals section, a subtle nod to the new designs created by Mr. Saunders.

Text on the site's homepage announces, "It's here!" alerting consumers to Mr. Saunders' first DVF collection, currently available for pre-order.

Mr. Saunders' spring 2017 collection includes DVF's iconic wrap dress and other ready-to-wear staples such as jackets, skirts and dresses. The collection also includes footwear, jewelry and leather accessories.



Diane von Furstenberg, spring 2017

On Monday, Jan. 16, a limited number of spring 2017 pieces will be available for purchase.

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