

APPAREL AND ACCESSORIES

Jean Paul Gaultier lends creative touch to currency

March 23, 2017



Jean Paul Gaultier coins for the Monnaie de Paris

By STAFF REPORTS

French fashion label Jean Paul Gaultier is celebrating its heritage through couture coins.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Jean Paul Gaultier worked with Monnaie de Paris on a series of coins bearing hallmarks of his aesthetic. These limited-edition collector's items are an accessible way for fans of the brand to take home a piece of the label.

Couture cash

The Monnaie de Paris mints the euro coins in circulation in France, as well as coins for other nations. The institution dates back 12 centuries, making it the oldest industrial establishment in Paris still in operation.

Now, Jean Paul Gaultier is lending its colorful aesthetic to the mint's coins, creating 12 new currencies based on regions of his home country.

Among his designs is a 200 euro gold coin featuring a rose, produced in a series of 25,000.



Jean Paul Gaultier coins

One version of a silver 50 euro piece is decorated with two roosters ballroom dancing. The female wears a cone-shaped bodysuit, while the male dons a Breton striped shirt.

Another 50 euro piece features a single rooster decorated in color wearing a sailor-style top.

Consumers can also pick up a boxed set of 12 silver coins in 10 euro denominations. With between 80,000 and 170,000 produced, these depict sailors and can-can dancers.

A television commercial for the coins features the brand's frequent nautical theme. In cartoon form, a man and woman chase each other by the shore, which eventually morphs into the side of a coin.

Mr. Gaultier also makes a cameo in animation, as he is seen seated at a bar.

La France par Jean Paul Gaultier

This collaboration is part of an annual series that has previously seen Van Cleef & Arpels, Cartier and Baccarat create coin designs, according to WWD.

In 2014, Jean Paul Gaultier ended his ready-to-wear collection, quitting the more commercial fashion line to focus on couture and beauty. This new business plan allows the brand to benefit from the profitable beauty line while fostering creativity in couture ([see story](#)).

Because couture is out of reach for most budgets, having additional entry-level product collaborations provide a means for aspirational consumers to buy into the brand.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.