

APPAREL AND ACCESSORIES

## Givenchy launches mini me ahead of Clare Waight Keller's entrance

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*Givenchy's first children's collection scales down iconic designs*

By STAFF REPORTS

French fashion house Givenchy is the latest brand to embrace the growing category of children's wear.

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The "mini me" trend has exploded lately with luxury brands choosing to scale down primary adult lines in children's sizes. While under the creative direction of Riccardo Tisci, Givenchy designed mini me children's wear pieces for North West, the daughter of friend Kim Kardashian West, but the children's wear created was not available to the public.

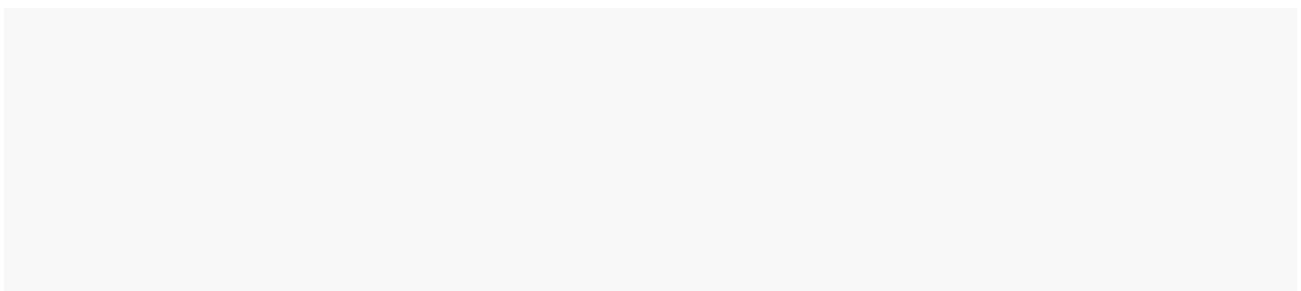
### Givenchy kids

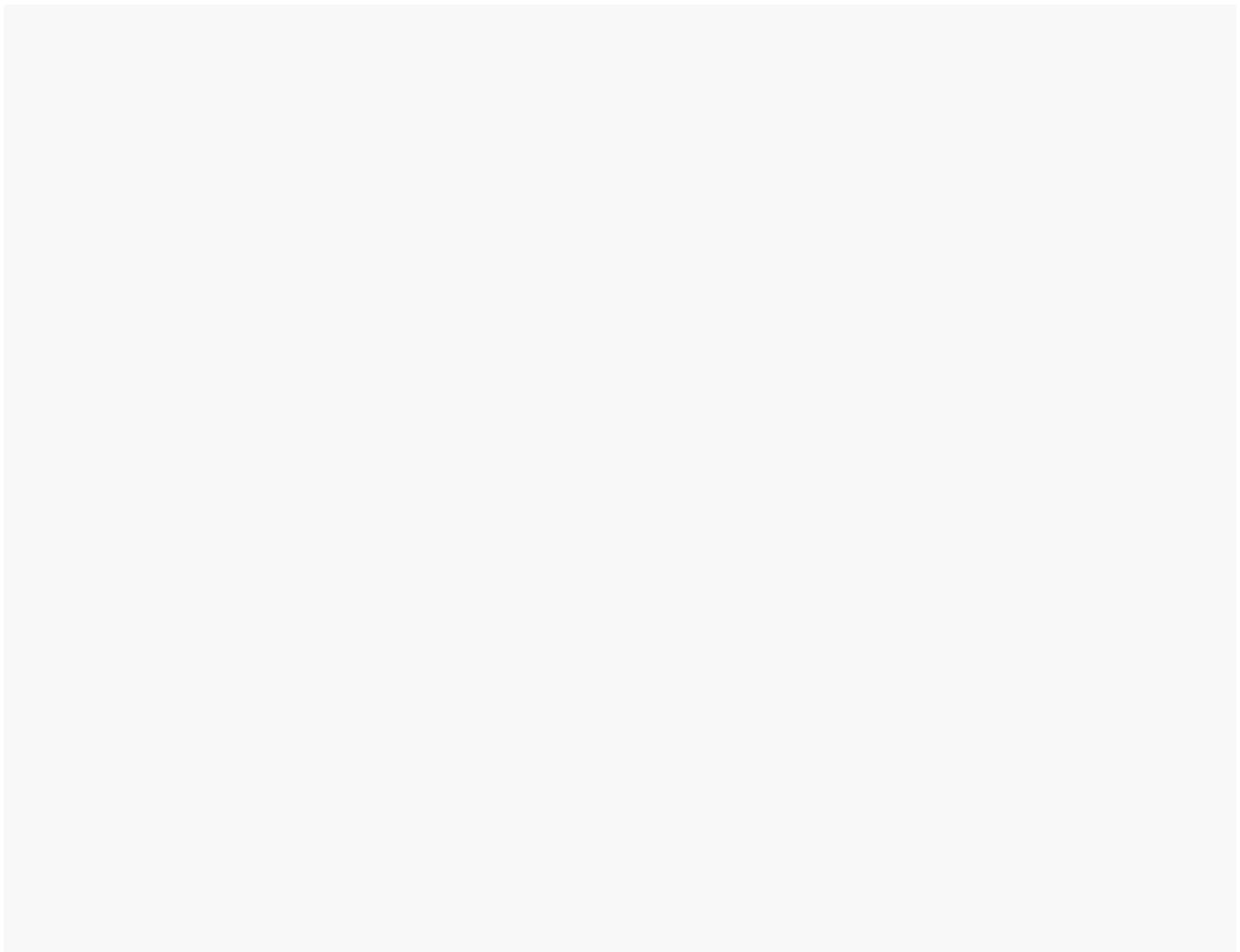
Givenchy's children's wear collection includes mini me versions of the brand's iconic pieces. The collection draws inspiration from streetwear and includes denim, house classics and an edit of couture looks for special occasions.

The collection will go on sale in July at 150 global points of sale including multi-brand retailers and the CFW concept store, Kids Around. An edit of the collection will be available on Givenchy's Web site thereafter.

Pieces will range between \$102 and \$384 in price.

Givenchy has shared looks from the collection across its social media channels to build anticipation.





Givenchy Kids: Discover the first #GivenchyKids collection including streetwear-inspired pieces, denim, house classics and a selection of couture looks available from July 2017. #Love #IFeelLove #Kids

A post shared by GIVENCHY (@givenchyofficial) on Apr 19, 2017 at 2:03am PDT

Mr. Tisci, who led Givenchy for 12 years, left the brand earlier this year and will be succeeded by Clare Waight Keller.

Ms. Waight Keller officially begins at Givenchy in May and there is eager anticipation within the fashion community as to how she plans to interpret the house's codes. Givenchy's aesthetic is edgier, darker and "moody" compared to the flowy bohemian-chic style of Chlo.

As artistic director, Ms. Waight Keller will be the sixth, and first female, designer of Givenchy as the house kicks off its 65th year. She will present her first Givenchy collection during Paris Fashion Week in October ([see story](#)).

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