

APPAREL AND ACCESSORIES

Loewe revives Paula's Ibiza boutique in summertime collection

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Loewe's Jonathan Anderson visited Paula's Ibiza boutique as a child

By STAFF REPORTS

LVMH-owned Spanish fashion house Loewe is spending the upcoming summer celebrating the epicenter of Ibizan style.

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Loewe has collaborated with cult-favorite Paula's Ibiza, a boutique and cultural phenomenon of the 1980s and 90s. Paula's Ibiza represented quintessential Ibizan lifestyle through a mix of fun, glamour and art that was interpreted through nature-inspired prints applied to bohemian style apparel.

Summers of the past

Open between 1972 and 2000, Paula's Ibiza become known for its flower-filled interior and extravagant presentations, frequented by locals, hippies, intellectuals and artists alike, including a young Jonathan Anderson, now Loewe's creative director, on vacation with his family.

Friends and clients of Paula's Ibiza included Donna Summer, Freddie Mercury, Valentino Garavani and a bevy of painters, actors and socialites.

Although the boutique closed its doors in 2000, cofounder Armin Heinemann provided Mr. Anderson access to a selection of original prints and original best-selling garment designs from the archives of Paula's Ibiza.



Loewe x Paula's Ibiza collection designed by Jonathan Anderson

Loewe x Paula's Ibiza collection features one-of-a-kind tops, skirts and dresses. Other items are designed using high-grade crepe material in saffron and turquoise hues on prints evoking Paula's Ibiza's characteristics.

Mr. Anderson has also designed bags, hats, necklaces, wallets, scarves, towels and espadrille shoes in homage to Paula's Ibiza.

The collaboration also includes Loewe signature pieces such as the Puzzle bag and T Pouch with a colorful parrot motif applied to brand's leather.

Loewe's Paula's Ibiza collection will sell on the brand's Web site and Matchesfashion.com from April 28. On May 8, the collection launches at New York department store Bergdorf Goodman.



Accessories included in the Loewe x Paula's Ibiza collection

Together with M/M (Paris), Loewe has published a collectible limited-edition tome dedicated to Paula's Ibiza as part of its ongoing book series ([see story](#)). The book includes photos taken by Jamie Hawkesworth at Mr. Heinemann's farmhouse and Ibiza apartment as well as an extended essay about the boutique.