

APPAREL AND ACCESSORIES

Moynat honors founder's spirit in traveling retrospective

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Moynat's Rjane handbag is still produced today with a refreshed look. Image credit: Moynat

By STAFF REPORTS

French leather goods house Moynat is blending its past and present in a Seoul exhibit.

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"Le Kalidoscope" is the first time the brand has staged this type of all-encompassing retrospective in a location outside of Paris. Off the map for decades, Moynat has recently had a rebirth under the umbrella of LVMH, calling for events that educate consumers who are just discovering it for the first time.

History and modernity

While a new concept for the relaunched Moynat, the brand founder Pauline Moynat used to take her creations to far-flung locales.

The brand was also a frequent participant in world fairs.

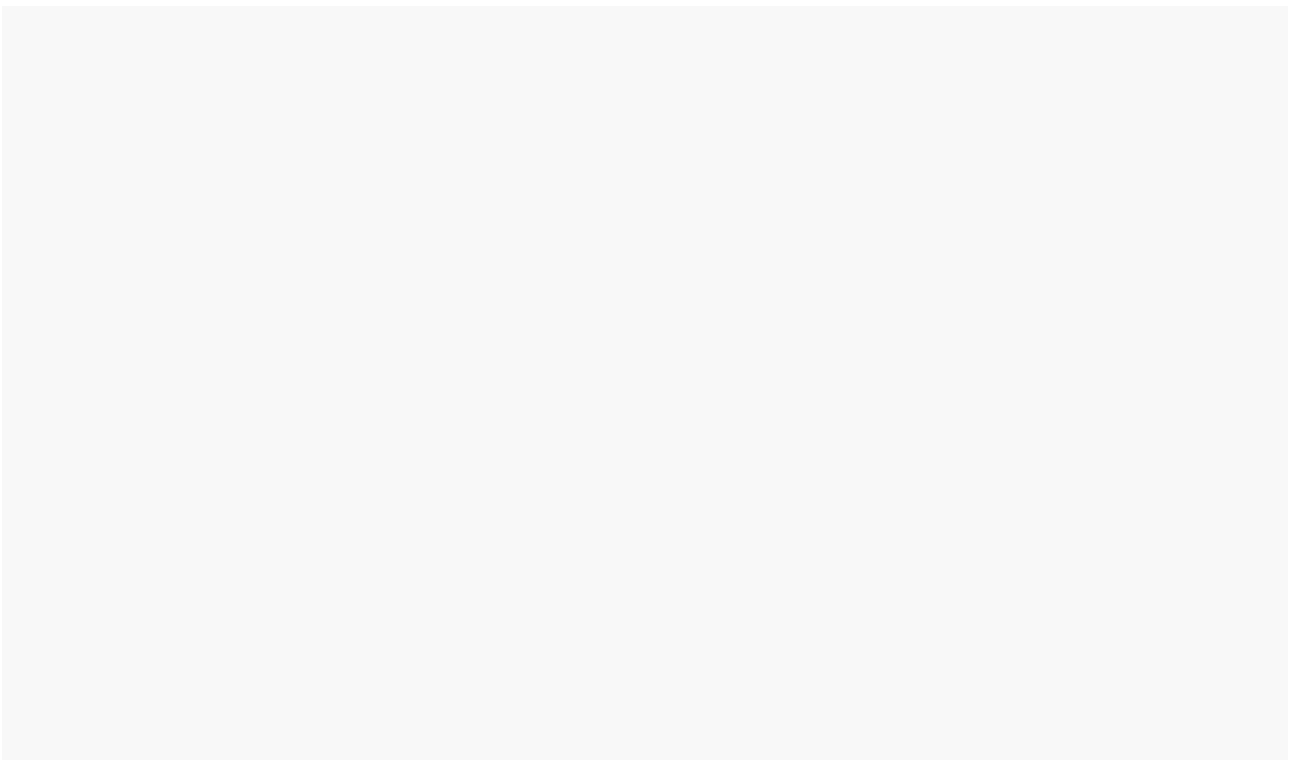
At the 1925 Exposition Internationale des Arts Dcoratifs et Industriels modernes, the brand's use of marquetry techniques on its leather Red Trunk earned it awards. This creation is on display as part of the exhibit.

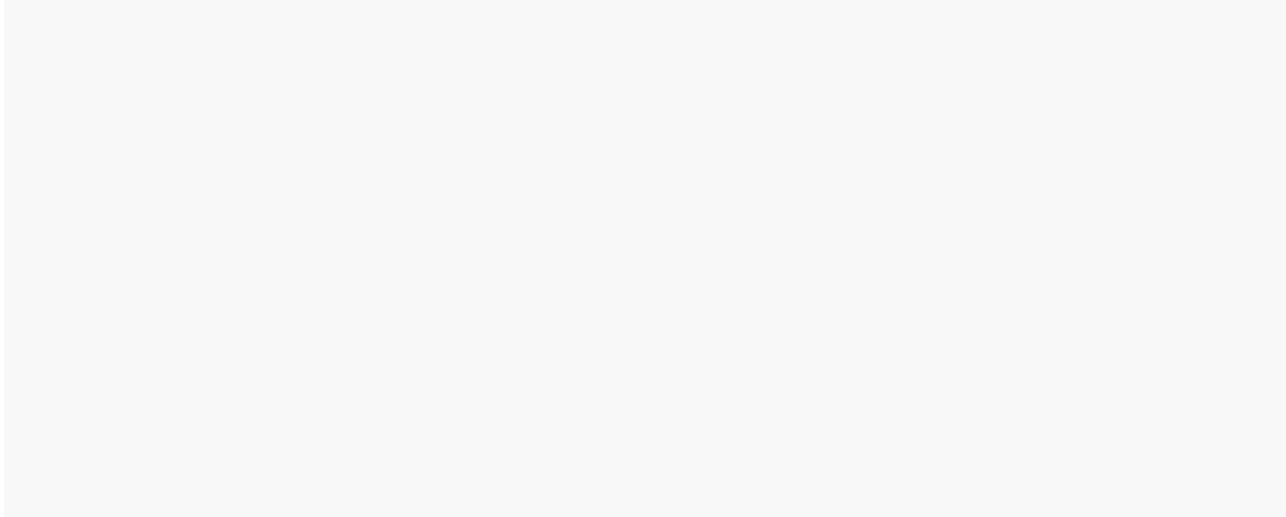


Moynat's Red Trunk. Image credit: Moynat

Kaleidoscope also features the story of Gabrielle Rjane, a stage actress and friend to Ms. Moynat. The handbag maker named one of her creations, the Rjane, after the thespian, and the brand continues to produce the design in her name today.

A traveling exhibit, Kaleidoscope marks the debut exhibit where Moynat's historic and current collections are shown together. Previously, only the house's archives contained this mix.





Le Kalidoscope exhibition - Rjane. Rjane travelled with a Moynat purple crocodile trunk, bringing the glamorous drama of Parisian style and theatre to the stages of London and New York. #Moynat #Rejane #PaulineMoynat #moynatkaleidoscope #168YearsOfMoynat #MoynatSeoul

A post shared by Moynat (@moynat) on Jun 10, 2017 at 1:29am PDT

Up from June 6-16 at Hotel Shilla Seoul, the free exhibit centers on styles such as the Rjane, Gabrielle, Mini Vanity, Pauline and the Artist Trunk.

Since its relaunch, Asia has been a key focus for Moynat.

The house recently expanded its store network with the opening of a boutique in South Korea.

Opened on Aug. 30 at the Shilla Hotel in Seoul, this marks the first Asian location for Moynat's maison store concept. Since the house was reopened in 2010 under LVMH ownership, the brand has been adding storefronts in key markets ([see story](#)).

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