

APPAREL AND ACCESSORIES

Loewe partners with Ibiza museum for art-inspired pop-up shop

July 3, 2017



Loewe is partnering with iconic Ibiza boutique Paula's for the collection. Image credit: Loewe

By DANNY PARISI

Spanish fashion house Loewe is opening a pop-up shop in Ibiza's Museum of Contemporary Art in celebration of an exhibit of vintage pieces from the iconic Paula's Ibiza boutique.

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

The fashion house will be hosting the pop-up shop for the months of July and August, allowing customers to buy products related to the Paula's Ibiza exhibit and pieces from Loewe's collection. The partnership shows how the luxury and art worlds can come together to jointly service the large overlap of patrons between the two.

Paula's Ibiza

Luxury and art have often gone hand in hand and people frequently cross over between the two, with artists designing fashion collections and fashion designers having their work displayed in museums with some regularity.

Loewe is tapping into that overlap by partnering with and sponsoring MACE in Ibiza, Spain. Loewe will act as an official sponsor of the museum's summer programming.

The pop-up shop will feature a number of products from Paula's Ibiza's latest collection, created in collaboration between the Paula's and Loewe. Products will range from women's apparel to bags, accessories and beachwear.

An inlaid parrot motif will tie the collection together and be featured on many of the products.



The collection is a collaboration between Loewe and Paula's. Image credit: Loewe

The pop-up shop idea came from Loewe creative director Jonathan Anderson, who visited Paula's as a child and the designs stuck with him into adulthood and his career in fashion.

Designs for the pop-up shop will partly come from Paula's co-founder Armin Heinemann, who provided original prints and designs from Paula's archives. Loewe's designers then reinterpreted these pieces and updated them to be sold at the new pop-up shop.

After viewing some of the iconic designs from Paula's from the 60s in the museum, customers will then be able to enter the Loewe pop-up shop and by modern looks inspired by those classic designs.

Also, at MACE for the summer, running concurrent to the Paula's Ibiza show, is a collection of drawings from fellow LVMH-owned perfume house Guerlain. The collection is on temporary display and was recently donated to the Pompidou Centre in Paris.

Art and fashion

Most recently, Loewe has been focused on its summer 2018 collection, which it has been advertising simultaneously with the runway debut.

Loewe has already created its summer 2018 advertising campaign, and used its men's June 22 Paris runway show as the platform for its debut. By releasing the campaign at the same time as the collection's presentation, Loewe is aligning the seasons in a more linear way instead of the typical approach with months in between runway and advertising ([see story](#)).

With its partnership with MACE, Loewe is using the language of museums and art to position its products as something with a legacy and as valuable works of art in and of themselves. Other brands have been taking a similar approach.



One of the bags from the new collection. Image credit: Loewe

Christian Dior is recounting the influence of its founding designer's childhood home in Granville, Normandy, France in a new museum exhibition.

"Christian Dior and Granville: The Source of a Legend" opened at the Christian Dior Museum in Granville on April 8 and will be featured at the museum until Sept. 24. The exhibition is part of the brand's ongoing 70th anniversary celebrations ([see story](#)).

In a similar manner to Loewe's museum sponsorship, Chanel has announced a sponsorship with the Palais Galliera in Paris.

Through Chanel's support, the Palais Galliera will create a permanent exhibition space dedicated to fashion history from the 18th century on. Slated to open late in 2019, this sponsorship will allow the museum to invite visitors throughout the entire year ([see story](#)).

With the line between art and fashion blurred, there is much room for luxury brands to acquire new customers through a close relationship with the art world. This overlap is what Loewe is banking on for the success of its new pop-up shop.

© 2020 Napean LLC. All rights reserved.

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