

ADVERTISING

Lanvin's collection to cost 10 times more than traditional kids' apparel

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By RACHEL LAMB

French apparel and accessories designer Lanvin is going back to its roots to woo mothers with the launch of its pricey new children's line for little girls, which reportedly will cost more than 10 times the amount of other childrenswear.

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Set to launch in June, the line will focus on clothing for girls ages 4-10. The children's collection is reminiscent of its first department designed at the brand's conception in 1908.

"It makes sense if a company can build the infrastructure to expand into kids' sizes, design for kids' lifestyles and price their goods with the fact that kids' clothes are inevitably limited in terms of wearability," said Pam Danziger, president of **Unity Marketing**, Stephens, PA.

"Kids outgrow their clothes so rapidly it just doesn't make sense to price them so outrageously high," she said. "Luxury branded kids lines are strictly for the parents and not the kids."

Ms. Danziger is not affiliated with **Lanvin**, but as agreed to comment as a third-party industry expert.

French filles

Lanvin's collection for little girls is said to consist of dresses, jumpers, coats, T-shirts and accessories.

The brand has not released images at this time.

The collection will be first revealed in a show in June. Lanvin boutiques and outlets will start to offer the collection at the end of November for the summer 2012 season.

Lanvin's first department was children's clothing in 1908. Mothers loved the outfits so much, the brand expanded to young ladies and women.

Child's play

Although superluxe fabrics will account for the pricey new Lanvin children's line, is it actually worth being that expensive?

Brands such as Gucci, Fendi, Ralph Lauren and Frette have children's lines at prices that are not unheard of for clothing that will be quickly outgrown.

Luckily, Lanvin's customer base is one that will be able to afford the pricey kids' line.

To market the line, Lanvin could consider cues from other brands in similar positions.

For instance, Gucci has placed social media at the forefront of its marketing strategy for the brand's spring/summer line of childrenswear ([see story](#)).

Meanwhile, Ralph Lauren is featuring its spring 2011 children's collection with a digital storybook with clothing that parents can buy right from the book ([see story](#)).

"A brand like Lanvin that comes out with a line for kids recognizes their customers, their lifestyles and their priorities – which is most especially their children," Ms. Danziger said.

"It is a perfectly logical brand extension, one that doesn't look to really move the needle much in terms of revenue, but which may have more positive impact to building brand loyalty," she said.

Final Take

Rachel Lamb, editorial assistant on Luxury Daily, New York

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