

APPAREL AND ACCESSORIES

Calvin Klein looks to the future with creativity and change

November 14, 2017



Calvin Klein 205W39NYC eyewear. Image courtesy of Calvin Klein

By BRIELLE JAEKEL

BRUSSELS To stay on top in luxury today brands need to continually revolutionize themselves, according to the CEO of Calvin Klein.

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

While it is easy to fall back on the standard saying, "If it ain't broke don't fix it," this mind set could be detrimental for brands looking toward the future. At The New York Times' International Luxury Conference Nov. 13, the executive explained that Calvin Klein was able to be a strong force in today's marketing world by ditching this stale concept and continually looking to the future through creativity.

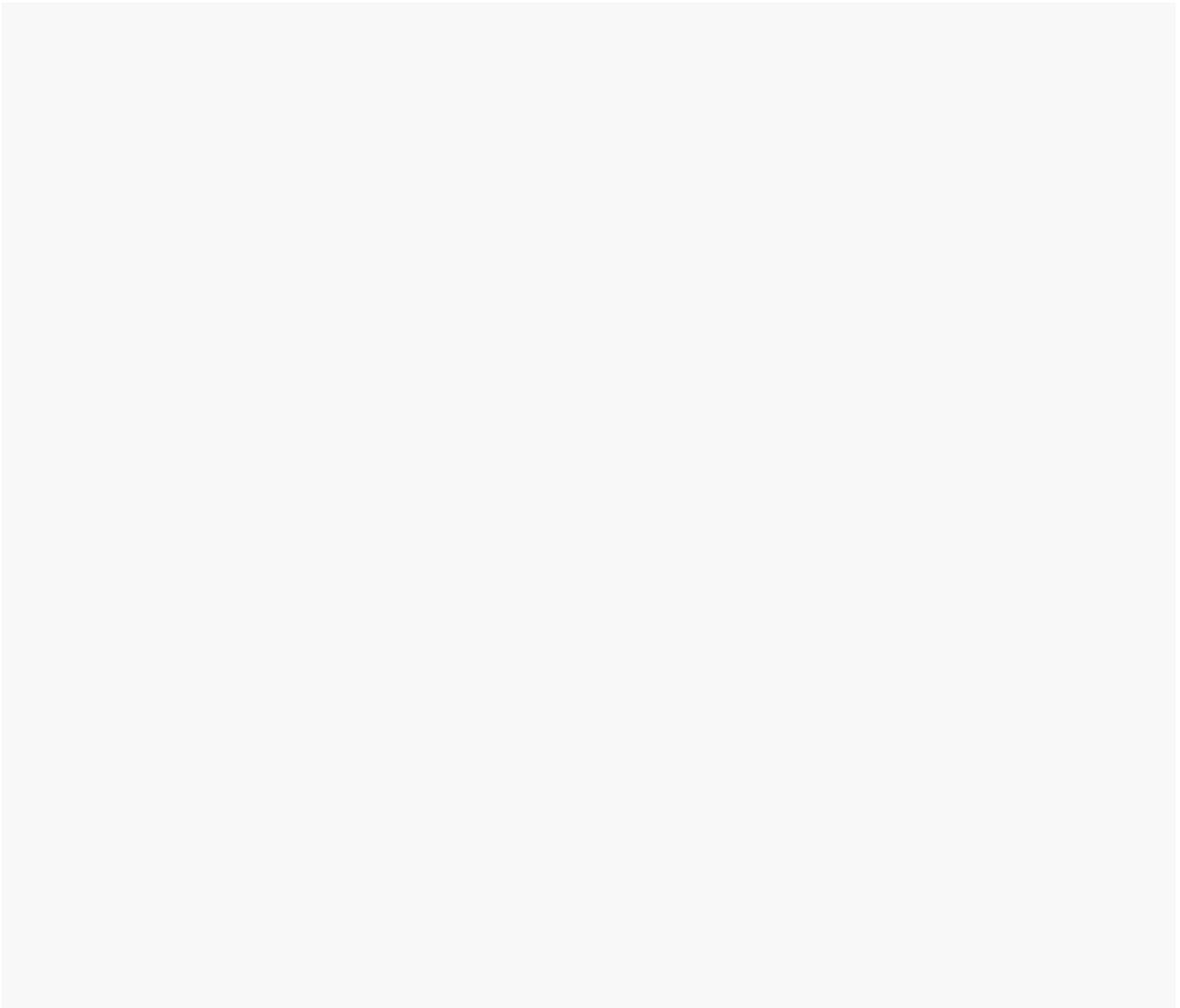
"I decided to double down on creativity," said Steve Shiffman, CEO of **Calvin Klein**. "Creativity has the power to turn uncertainty into possibility.

"I was certain we needed to focus all of our expression through on singular thing," he said. "We needed to be confident, provocative and connect with our audience."

Creativity and luxury

Creativity maybe risky, especially in the luxury world, and moving away from a traditional strategy that works can be precarious as well, but Calvin Klein took this leap to better serve its audience.

During the session, "Risking It All: Reinventing Calvin Klein," the CEO explained that the definition of luxury is fluid and does not mean one solid thing.



A post shared by CALVIN KLEIN (@calvinklein) on Nov 13, 2017 at 11:44am PST

The terms of luxury have changed, but above all luxury means standing out and being above the rest. Mr. Shiffman believes that being special is what luxury is all about, and through the use of creativity, the brand has been leveraging this idea to move forward.

Calvin Klein's CEO also believe that creativity is vital for luxury brands to succeed in today's climate.

"Today luxury is not just about price. It means different things to different people," Mr. Shiffman said. "It is not enough for brand to create a singular definition for luxury.

"It has to be more democratic than that," he said. "Our goal is to make people feel special and I think that is what luxury really is; the feeling that something is special.

"At this point, I'm confident this is what you will see in the next stage for Calvin Klein."

Change and luxury

Since embracing the thought process of creativity, Calvin Klein's social media has gotten significantly more attention and has done a lot to fuel the brand forward.

However, it takes continual momentum forward to ensure a brand will remain on top, since consumer behavior and the industry is constantly changing.

Calvin Klein is providing an outsider's perspective on Americana in the first Collection advertising campaign under chief creative officer Raf Simons.

Previously known as Calvin Klein Collection, the high fashion label was rebranded to Calvin Klein 205W39NYC when the Belgian designer took over. After Mr. Simons made the move to the U.S. for the job, his first show for the

brand presented during the fall/winter 2017 season was an homage to his new home, and the corresponding campaign continues this concept (see more).

Calvin Klein also renewed its eyewear licensing deal with Marchon, extending what is now a 25-year partnership. The multi-year agreement covers the design, development, production and distribution of optical and sunglass styles under the company's Calvin Klein 205W39NYC, Calvin Klein, and Calvin Klein Jeans labels. As Calvin Klein continues its transformation under the creative direction of Raf Simons, Marchon is looking ahead at furthering its long-term partnership (see more).

"There have been a number of people who didn't want to take this journey," Mr. Shiffmon said. "But we are living in an era where change is not only possible, change is essential. It is essential for business."

© 2020 Napean LLC. All rights reserved.

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