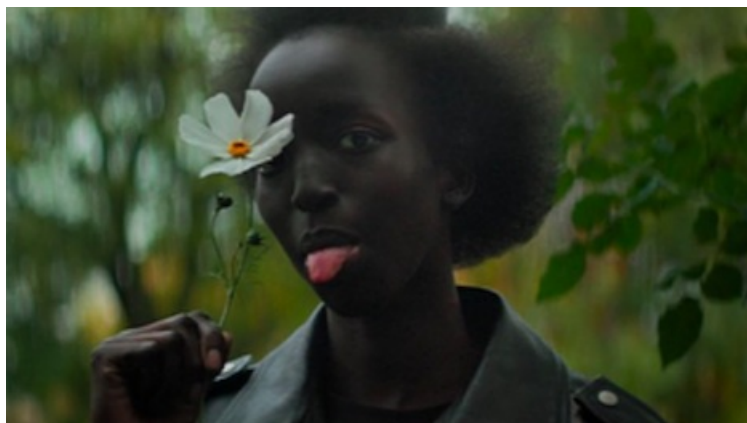


APPAREL AND ACCESSORIES

Loewe teams with i-D for spoken word short

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Still from Loewe's "Love is Enough." Image credit: Caroline Koning

By STAFF REPORTS

LVMH-owned fashion house Loewe is reflecting the old-meets-new aesthetic of its punk-infused William Morris-inspired collection through film.

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The brand's collaborative effort with i-D magazine centers on a reading of Mr. Morris' poem "Love is Enough," with the 19th-century poet's words mingling with imagery of a contemporary cast. While a promotion for its gifting collection, the short opts for entertainment over overt marketing.

Illustrated reading

Directed by Caroline Koning, Loewe's film features a recitation of "Love is Enough" by poet and musician James Massiah.

The film cuts between footage of Mr. Massiah speaking to a gathered audience in a house and candid-style moments, such as a man's face being decorated with marker or a woman pulling petals from a flower. Also featured are shots of nature, echoing the poem's lines about woods and daisies.

Loewe x i-D "Love is Enough"

Loewe took inspiration from Mr. Morris for a collection. A textile designer, artist and writer, Mr. Morris was a force in reviving Britain's textile arts.

William Morris fundamentally changed the way we look at applied craft, making him one of the most important designers of the last 200 years," said Jonathan Anderson, creative director at Loewe, in a statement.

Paying homage to his textile design, Loewe's designs use archival prints, incorporating them into apparel, footwear and handbags.

Part of Vice Media, i-D has attracted other luxury collaborators for creative content.

French atelier Chanel is celebrating female creativity through a collaborative art project launched in partnership with i-D magazine.

Chanel and i-D's The Fifth Sense will see six multi-disciplinary artworks commissioned by female creative talents

and displayed between the end of the year and throughout 2017. Each of the commissioned pieces explore how the power of fragrance and a sense of scent can influence the creative process ([see story](#)).

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