

APPAREL AND ACCESSORIES

DVF contrasts its eclectic prints with classic mass-market products

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DVF partners with Levi's. Image credit: Diane von Furstenberg

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U.S. fashion label Diane von Furstenberg is looking to two mass-market brands to appeal to trendy consumers interested in vintage trends.

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Athletic shoe maker Reebok and denim brand Levi's are both making an appearance on DVF's site with classic products that appeal to a wide range of consumers. DVF is looking to help consumers mix and match their apparel with products from the two brands that go well with the brand's prints.

DVF and mass market

Levi's is featuring a selection of products such as a variety of jean types and jean jackets that will pair well with DVF's current selection. Reebok is also providing a collection of classic unisex styles that also style well with DVF products.



The mass-market brands' products are available for purchase online or in select stores.

For instance, DVF has a pair of Levi's Wedgie Icon Fit Jeans styled with its Long-Sleeve Raglan High Neck Blouse to help shoppers envision how to wear the collection.

Other products from Levi's featured with DVF include the Ex-Boyfriend Trucker jean jacket, 501 Jean Shorts, 501 Original, 501 Skinny, Wedgie Straight Jeans and more.



Reebok features some of its iconic styles such as its Classic Nylon Sneakers and its 85 Vintage Sneaker.

These styles are featured in DVF's online studio with style content that helps consumers envision how to style these products. Moving images depict the models in these styles among a series of photographs.

While most of the special collections are available online, Reebok's sneaker made in part with Just Teodoro is only available in New York DVF stores. The collection is featured at the DVF Studio in New York on Wooster Street.

The simplicity of Levi's and Rebook's products provide a complementary contrast to DVF's electric prints.

Luxury and mass

Leveraging partnerships with mass-market brands can be a helpful strategy for luxury brands as many luxury consumers are considered non-affluent but splurge on luxury items. Pairing luxury items with non-luxury could attract more non-affluent buyers.

For instance, U.S. fashion label Alexander Wang recently looked to two contrasting New York subcultures with its new interactive avant-garde campaign.

Rave culture and cycling were the subjects that make up Alexander Wang's latest video, promoting the return of its partnership with athletic brand adidas. Alexander Wang's adidas campaign offered an interesting twist with an on-the-street retail element, which only took place in New York and introduced a two-way texting element ([see more](#)).

Parisian fashion label Kenzo spoked to consumers in vibrant and playful emojis ahead of its H&M collaboration that hit stores in 2016.

The Kenzo x H&M collection, designed jointly by Carol Lim and Humberto Leon, went on sale Nov. 3. The collection launch caused much anticipation given the label's quirky aesthetic, expansive fan base and the demand seen for previous H&M collaborators such as Balmain in 2015 ([see more](#)).

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