

FOOD AND BEVERAGE

Loewe personalizes Spanish wine barrels in craftsmanship display

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Consumers can select one of 5 Loewe calf leathers for the Bodega Numanthia barrel. Image credit: Bodega Numanthia

By STAFF REPORTS

LVMH-owned Loewe and Bodega Numanthia have come together to pay tribute to their shared Spanish heritage and savoir-faire.

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The leather goods house and winemaker both have operated in Spain for more than a century, but have never before combined their sector expertise. Together, Loewe and Bodega have designed a wine barrel covered in the apparel and accessories maker's leather.

Barrel buddies

Bodega Numanthia is a winemaker firmly rooted in Spanish history and terroir. Located in Valdefinjas, Castile and Len, northwest of Madrid, Bodega Numanthia's estate has created intense wines given the prestigious Designation of Origin Toro.

Loewe was founded and remains headquartered in Madrid. The brand's leather goods continue to be made at its workshops in Madrid.

With their shared Spanish heritage, Loewe and Bodega Numanthia have teamed to create a unique barrel of the estate's iconic Termanthia wine. The 225 liter barrel, roughly 300 bottles of wine, is crafted from French oak wood and will be covered in Loewe leather.

"The Bodega Numanthia barrel by Loewe is a tribute to the Spanish craftsmanship, savoir-faire and audacity," said Jean-Guillaume Prats, president and CEO of The Mot Hennessy Wine division, the owner of Bodega Numanthia, in a statement. "Together, we have reinterpreted a core symbol of winemaking, the barrel, a collector piece, in an unprecedented style."

Fans of Bodega Numanthia and Loewe will have the opportunity to customize their barrel, selecting from five colors of calf leather, specially selected by the house for the project.

Also, consumers can monogram the barrel using the art of leather marquetry, a technique requiring precision.

The Bodega Numanthia barrel by Loewe, the encounter of two luxury Spanish houses

"Numanthia and Loewe share a common essence that made this collaboration very coherent from the beginning," said Pascale Lepoivre, CEO of LVMH's Loewe, in a statement. "Both are Spanish and luxury brands with more than a century of history and are driven by the pursuit of excellence and the importance of craftsmanship."

Loewe and Bodega Numanthia will deliver the barrels to the homes of buyers in December 2018. Along with the barrel, consumers will be presented with the 2016 vintage of Termanthia, crafted from 140-year-old vines and aged in Bodega Numanthia's cellars.

Consumers can pick their preferred bottle size from 75cl, 150cl, 5L or 12L formats.

The Loewe and Bodega Numanthia leather wine barrel is priced at 95,000 euros or \$113,000 at current exchange rates.

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