

RETAIL

Le Bon March invites brands to go logo

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Le Bon March's Let's Go Logo includes an installation by OffWhite. Image courtesy of Le Bon March

By SARAH JONES

LVMH-owned department store Le Bon March Rive Gauche is encouraging overt visual branding in a limited-edition logo exhibition.

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For "Let's Go Logo!" the Paris retailer invited 130 brands from fashion to food to rethink their unique nameplate for its bricks-and-mortar store and 24sevres.com platform. While logo-heavy fashion was once considered passé, it has found new popularity thanks to streetwear influences.

Le Bon March was reached for comment.

Loco for logos

Le Bon March's logo extravaganza, which kicks off Feb. 24, asked brands including Christian Louboutin, Delvaux and Fendi to reimagine their logos for limited-edition products.



Valextra's take on logo. Image courtesy of Le Bon March

Many of these have taken on a vacation theme, such as Eres' pool slides, noodle and whistle. The swimwear label also played on its name, giving a T-shirt an "Eresistible" slogan.

Others have developed objects such as gardening gloves, Frisbees and skateboards.

Le Bon March's private labels Balthazar, 24 Svres and La Grande picerie de Paris have also created exclusives for the campaign with collections that include activewear, notebooks and gym bags.

This exhibition also extends to beauty, with Yves Saint Laurent Beauty giving existing products a new logo look and Guerlain releasing a new pot of honey. Taking a playful approach to a logo remix, Bumble and Bumble has put together a boxing kit dubbed "Bumble and Rumble."



Yves Saint Laurent's take on a logo. Image courtesy of Le Bon March

In Le Bon March's La Grande Epicerie de Paris, food labels are also getting a new touch. For instance, Paul Smith has revamped the logo on the store brand's can of sardines.

Consumers can also create their own logos via a chocolate letter bar.

As part of the exhibition, Le Bon Marché invited Lola James Harper founder Rami Mekdachi to make over its ground floor. Mr. Mekdachi turned a 3,000-square-foot space into a hotel lobby that serves tea and coffee.

Visitors can also play basketball or record music in the lounge environment, as well as peruse a selection of candles, perfumes, vinyl records and furniture. This pop-up also marks the brand's entry into fashion.

Le Bon Marché's second floor includes an installation envisioned by Off-White's Virgil Abloh. Inspired by Parisian cafes and squares, the space displays a capsule collection from the streetwear label.

Let's Go Logo! at Le Bon Marche

Let's Go Logo! will be up until April 1.

"We wanted to create a stage for the brands of our store, engage in a creative dialogue with them and remodel without restrictions our way of seeing," said Jennifer Cuvillier, style director of Le Bon Marche, in a statement. "We are pleased that so many brands have had a good time during the Let's Go Logo! adventure; even brands who, in theory, had adopted a 'no logo' approach were present.

"Each and every one of them have expressed themselves freely," she said. "The products they chose for their capsule collections were sometimes off-center and quite different from what usually inspires them.

"We have also worked in collaboration with all of our partners in order to guarantee a cross universe harmony, so as to create a unique experience for our customers."

Name game

Lately, brands from across luxury sectors have also embraced logos in their designs.

U.S. jeweler Harry Winston has lent its logo to a new jewelry collection in a retail environment where many have dialed back on branded monograms.

Harry Winston's new HW Logo collection is a range of diamond jewelry that incorporates the jeweler's initials in its design. The collection of mix, match and layerable pieces come in 18-karat rose, white and yellow gold, allowing how it is worn to reflect the individual ([see story](#)).

These uses of brand imagery span from the serious to the humorous.

Italian fashion house Dolce & Gabbana took cues from fast-fashion copy cats for a series of logo tees featured in its spring/summer 2017 collection.

Fast-fashion players have taken a satirical approach to the logos of a number of luxury and designer brands, often taking their iconography and putting a comical spin on it. Labels are constantly working to protect their intellectual property, but taking a light-hearted jab at imitators may direct consumers to, as Dolce & Gabbana suggest, "The Real Fake" ([see story](#)).