

RETAIL

Printemps celebrates streetwear with Moschino takeover

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Printemps' Street Celebration runs from May to June. Image credit: Printemps

By DANNY PARISI

French department store chain Printemps is celebrating the immense influence of streetwear and the surrounding culture on fashion with a new festival devoted entirely to the urban style.

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The department store has released a short film celebrating the festival, which begins in mid-May and goes until the middle of June. Additionally, the retailer will host a takeover from luxury brand Moschino, who will redesign the store to fit in with streetwear aesthetics.

Street Celebration

Streetwear, the popular urban style that takes influences from hip-hop culture, is a major influence on fashion today.

Brands from across the luxury world have collaborated with popular streetwear brands such as Supreme or introduced their own streetwear-influenced pieces.

Now, Printemps is celebrating the marriage between high fashion and streetwear with Street Celebration, a month-long festival dedicated to streetwear.

As part of the campaign, Printemps has created a short film showcasing some modern streetwear design as young people model the pieces in front of a Printemps store.

Printemps Street Celebration

The short film was created by Alice Barbier and js Roques, two French fashion influencers who founded the streetwear blog "J'aime Tout Chez Toi."

Additionally, the retailer is working with Moschino for a collaboration in which the Italian label will temporarily takeover the Printemps Haussmann store in Paris.

For the limited-time takeover, called Moschino Loves Printemps, the brand will redesign the store and stock it with more than 30 new streetwear-inspired pieces designed by its creative director Jeremy Scott.

The entire store will be decorated in stark black, white and gold with the recurring motif of a large golden zipper found throughout the location.

Moschino Loves Printemps

Fashion brands from across the industry are working to integrate streetwear design sensibilities into their collections.

For instance, French fashion label Longchamp is partnering with designer Shayne Oliver to infuse its brand with a shot of street style.

Longchamp has teamed with Mr. Oliver for a new capsule collection and pop-up shop in New York. The collaboration comes just less than a month after Mr. Oliver announced that his brand Hood by Air was going on a hiatus ([see story](#)).

Similarly, British fashion label Burberry reimagined some of its signatures through a collaboration with designer, photographer and filmmaker Gosha Rubchinskiy.



Moschino's Printemps takeover. Image credit: Printemps

The co-designed Gosha x Burberry capsule built on Burberry's previous work with Mr. Rubchinskiy on a photo project and exhibition of his work at the brand's "Here We Are" installation last September. This was Burberry's second streetwear-centric design partnership in a month, allowing the brand to modernize some of its classics and reach out to new audiences ([see story](#)).

Printemps has also been making collaborations and store takeovers from other brands a major part of its strategy. Last year, Printemps brought back its recurring Printemps Palace campaign by partnering with luxury hotels, fashion brands and jewelers.

The campaign saw the windows at Printemps taken over with displays from a large number of participating brands and designers, whose work was displayed at the Printemps Haussmann flagship. The event brought together brands from across the luxury business ([see story](#)).

Street Celebration is the culmination of Printemps' efforts to bring more streetwear style to its department stores.