

APPAREL AND ACCESSORIES

Loewe looks to a late artist to support those living with HIV

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Loewe's new t-shirt collection for Visual AIDS. Image credit: Loewe

By STAFF REPORTS

LVMH-owned fashion house Loewe is integrating into the art world to join the fight against AIDS.

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The brand is creating a collection of T-shirts that each feature work from artist David Wojnarowicz. The collection will be on sale in New York at Printed Matter and on the brand's Web site, with proceeds going to Visual AIDS.

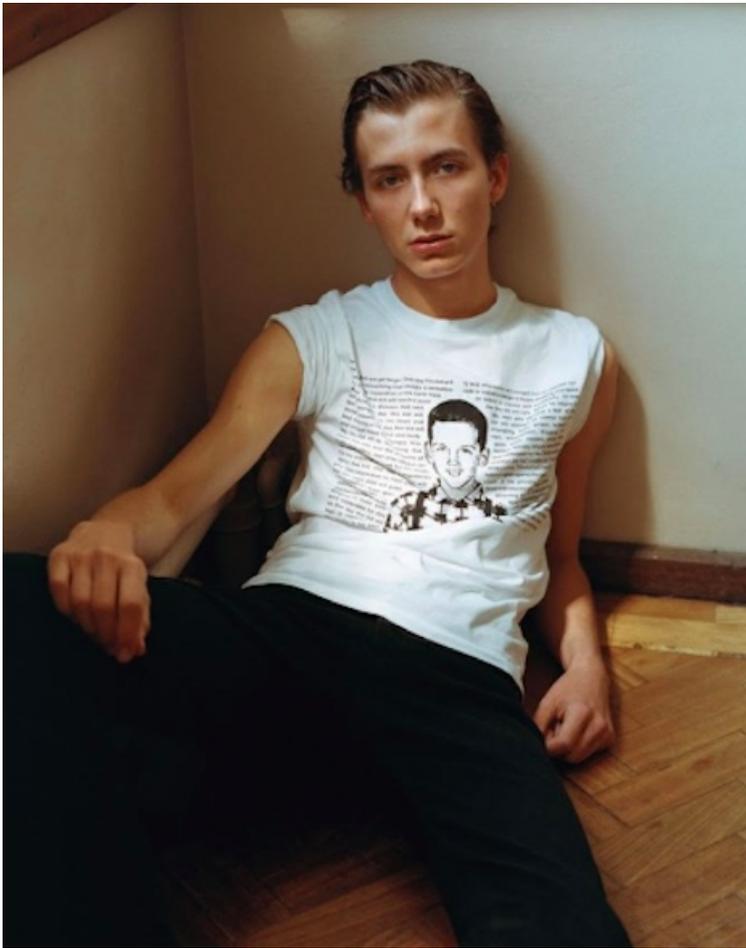
Art and charity

Visual AIDS is an organization that works to help artists suffering with the disease.

Each T-shirt from the line is priced at \$99, with designs from Mr. Wojnarowicz's work selected by Loewe creative director Jonathan Anderson. Most of the work featured as part of the collection is stencil designs, except for one piece that is a photographic self-portrait of the artist.

The creative director worked very closely with the gallery that handles the late artist's work, P.P.O.W. so the label thinks of the collection as more of a collaboration.

Loewe's fight against AIDS is supporting its mission to become an all-over cultural brand.



Loewe special t-shirts are \$99 each. Image credit: Loewe

"I've been on this crusade, kind of, to build instead of a luxury brand, a cultural brand," Mr. Anderson said in an interview with *Vogue*. "Cultural brands have to have responsibility, but that doesn't mean that they have to be boring.

"I remember going to Montreal, going into a bookshop, and picking up a book of Peter Hujar's that has that incredible portrait of Wojnarowicz because they were friends," he said. "I bought the book for about \$10 and I became, like, obsessed. That moment in American art is so incredible."

Loewe also recently looked to the art world and became part of performance art by fashioning pumpkin-inspired costumes for a new installation.

For artist Anthea Hamilton's "The Squash" at the Tate Britain gallery, Loewe's creative director Jonathan Anderson created seven costumes inspired by gourds. The fields of art and fashion often collide, leading to collaborations that blend their respective creativity and craft ([see more](#)).

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