

APPAREL AND ACCESSORIES

## Delvaux celebrates British boutiques with thematic mini collection

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Delvaux's new miniature collection celebrates London. Image credit: Delvaux

By SARAH RAMIREZ

Belgian leather goods maker Delvaux is paying homage to London with the release of a quirky capsule collection.

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The label's "Miniatures So British" collection features handcrafted miniature versions of the brand's iconic Brilliant bag, with each handbag charm capturing the character of a London landmark. Created to commemorate Delvaux's recently opened London stores, the collection gives the brand a chance to celebrate its new homes through design.

[Delvaux](#) was reached for comment.

So British

All four miniature styles are handmade and capture Delvaux's whimsical side. Each miniature is small enough to fit in the palm of a consumer's hand.

The most traditional miniature, Trafalgar Square, is adorned with Union Jack, the flag of the United Kingdom.



Delvaux's new miniature collection is inspired by London landmarks. Image Credit: Delvaux

The Buckingham Palace miniature is inspired by the uniform of the queen's guard. It has a bearskin hat, complete with a gold chain.

Camden Town, the neighborhood known for its alternative culture, is represented in a punk miniature. Tartan plaid is paired with patent leather and then studded with piercings and safety pins.

London's legendary red phone booths are transformed into Piccadilly Circus miniatures. The handle resembles a telephone cord, and a handset charm is attached.

To make the charms as authentic as possible, Delvaux used a variety of techniques, including embossing, silk-screening, micro-techniques and UV precision printing.

*London comes alive in this campaign video for Delvaux's Les Miniatures So British collection*

Delvaux also released a short film to celebrate the collection. Set to a swinging 60s soundtrack, it is high fashion, surreal and punk all at once.

Simon Costin's set designs recreate the London locales that inspired the collection. In another eccentric touch, the models embody the landmarks as they hold the miniature handbag charms.

The Les Miniatures So British collection is available in all Delvaux boutiques located in London, including the just opened New Bond Street and Sloane Street locations.

Cultural collections

Delvaux continues to celebrate history and pop culture through its collections, as well as reinvent its own handbags.

For its first Couture Exclusive Collection, the label based its designs on imagined narratives featuring characters that feature in many mythical realms, such as the knight and the enchantress. While produced as limited-editions, the haute handbags' launch enabled Delvaux to showcase its broader craftsmanship capabilities during the important holiday season ([see story](#)).

The Belgian leather brand's original Les Miniatures collection celebrated the known and lesser known treasures of Belgium and its culture with "Belgitude." Country of origin is an important code for luxury brands, as heritage offers an endless source of inspiration with many houses embracing local culture to explore their own roles in society ([see story](#)).

By celebrating another monarchy in such a playful way, Delvaux continues to blend fashion, fantasy and heritage.

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