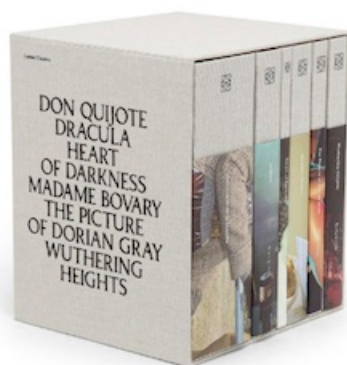


APPAREL AND ACCESSORIES

Loewe unveils box set of redesigned literary classics

August 15, 2018



LOEWE Classics, 2018

Loewe's new box set contains several literary classics. Image credit: Loewe

By STAFF REPORTS

Spanish luxury brand Loewe is branching out into the world of publishing with a specially designed collection of literary classics.

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For its autumn/winter 2018 campaign, Loewe is publishing a series of classic novels, from "Dracula" to "Wuthering Heights," in a box set designed by the Loewe creative team. The connection between luxury and literature is a new one for Loewe but has already been integrated into the advertising for its new collection of apparel and accessories.

Box set

While Loewe is typically known for its eye-catching apparel and accessories the brand is branching out with a new type of product this autumn: books.

The Spanish brand will be dropping a specially designed box set of literary classics with new covers designed by Loewe. The set includes, "Dracula," "Don Quijote," "Wuthering Heights," "Heart of Darkness," "Madame Bovary" and "The Picture of Dorian Grey."

These novels were selected by Loewe creative director Jonathan Anderson and have been featured heavily in the advertising imagery for the brand's autumn/winter collection.



The Loewe edition of Madame Bovary. Image credit: Loewe

Models across the brand's marketing campaigns have been photographed reading these new editions. Now, they are going on sale in a high-quality box set produced by Loewe.

For autumn/winter 2018, Loewe tapped British actor Josh O'Connor to be the campaign's face. Mr. O'Connor stars in *God's Own Country*, for which the young actor won the Best Actor trophy at the British Independent Film Awards last month.

In the campaign Mr. O'Connor is shown reading the novel *Madame Bovary* by Gustave Flaubert with Loewe's new cover ([see story](#)).

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