

APPAREL AND ACCESSORIES

## Cline erases its recent past but looks to retro for the future

September 4, 2018



# CELINE

*Celine unveils a new look. Image credit: Celine*

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By STAFF REPORTS

Fashion house Celine is continuing its stream of changes with a new logo launch and a move that leaves the past behind.

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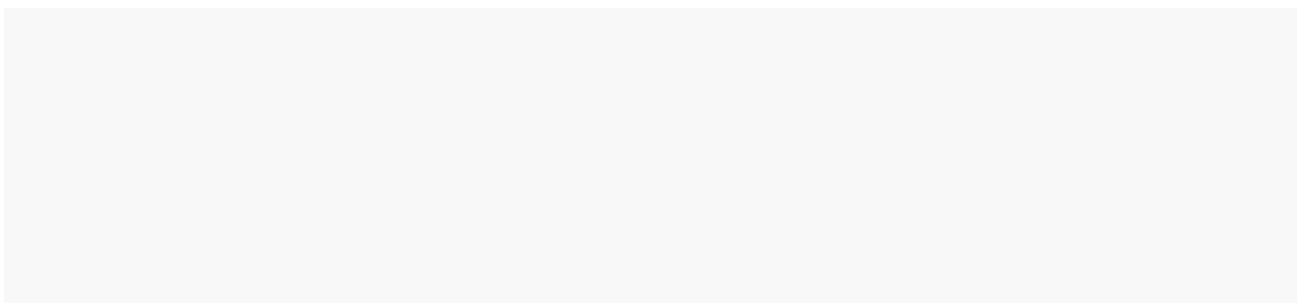
The brand unveiled its new look by wiping its Instagram page clean, and replacing its past images with the new logo. The move is the latest in a series of changes by its new creative director.

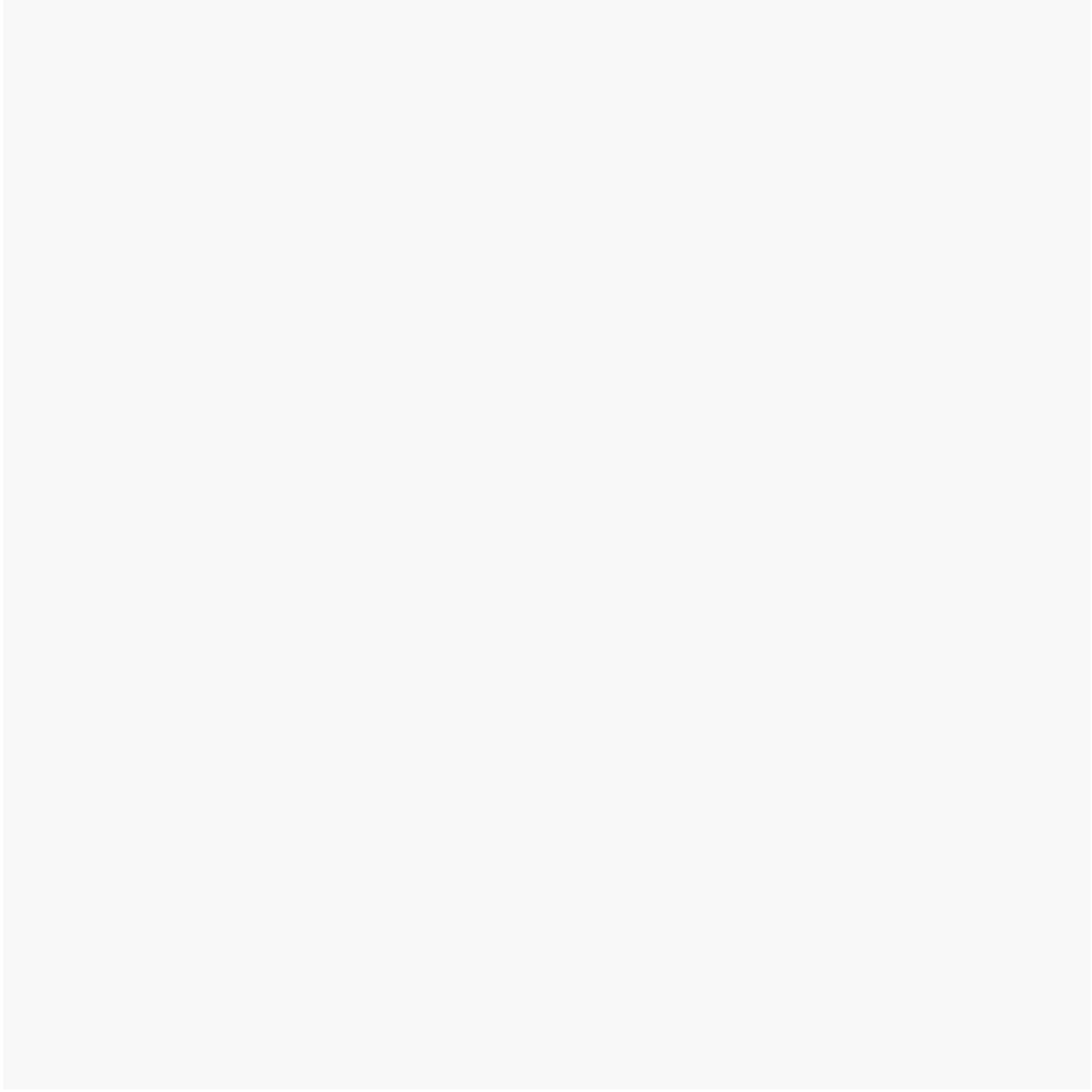
Relaunch

Mot Hennessy Louis Vuitton appointed designer Hedi Slimane as the new artistic, creative and image director of fashion house Celine.

Since beginning his new position in February, Mr. Slimane has overseen all of the brand's collections, and is expanding Celine's offerings to menswear, couture and fragrances. This marks a return to the luxury group by Mr. Slimane, whose previous roles included creative director of Dior Homme ([see story](#)).

The new logo was unveiled in a video clip on Instagram that showed a gold curtain continually moving, with the new branding of "Celine" featured below.





LE NOUVEAU LOGO S'INSPIRE DIRECTEMENT DE CELUI, HISTORIQUE, DES ANNES 60. LA TYPOGRAPHIE EST MODERNISTE, DATANT DES ANNES 30. L'ACCENT SUR LE "E" DISPARAIT PAR SOUCI DE REDUCTION ET DE PURETE, A L'INSTAR DES COLLECTIONS DES ANNES 60. L'ESPACEMENT ENTRE LES LETTRES A AUSSI T QUILIBR, LES LETTRES RAPPROCHES. LA MENTION "PARIS" TRS PRESENTE HISTORIQUEMENT, REVIENT DE MANIRE INSTITUTIONNELLE SUR LE NOUVEAU CONCEPT PACKAGING ET SUR LES GRIFFES DES NOUVELLES COLLECTIONS. LA MENTION "PARIS" NE FIGURERA PAS SUR LES CAMPAGNES PUBLICITAIRES INTITULES "CELINE". #CELINEBYHEDISLIMANE

A post shared by CELINE (@celine) on Sep 2, 2018 at 1:18pm PDT

Celine states that its inspiration comes from the brand's presence in the 1960s, and has dropped its accent mark for a simplified, balanced look. The accent was often dropped in marketing during this past decade.

"Paris" will be added to the brand's labels again on clothing, but not featured within marketing.

The font is also indicative of typography from the 1930s. The letters are more balanced and closer together.

Another post on the brand's Instagram shows a teaser to its September launch, with the image of the back of a woman in a jacket made of a fringe/feather-type material alongside a caption in French saying, Paris 28 Septembre 2018."

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