

APPAREL AND ACCESSORIES

Delvaux brings out the diva in everyone

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Delvaux shows off its Divas in a new film. Image credit: Delvaux

By BRIELLE JAEKEL

Belgian leather goods maker Delvaux is manifesting the notion that everyone can turn heads as a "brilliant diva" with the right bag in a new campaign.

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A new film by director Zoe Cassevetes celebrates The Brilliant bag's 60th anniversary and promotes a new design of the style, the Diva. The film features three women with different Diva bag, each stopping to stare and marvel at each other.

"It is a history of women, staged with zest by a woman director, Zoe Cassavetes, featuring one Diva' that becomes the seamless fil rouge among three generations beautiful women, Charlene Almarvez, Rachel Roberts and Pat Cleveland," said Christina Zeller, artistic director at Delvaux.

Delvaux's diva design

A woman, played by Marlene Alvarez, sits poolside with her Brilliant Diva in red sitting beside her, as she turns on a radio.

Music begins to play as the film focuses in on the bag in a '70s spy film style, and the woman sips on a drink.

While swimming in the pool, she stops and stares at another Brilliant Diva bag, this time in black, in the arms of someone walking into the area. A pool boy stops what he is doing to stare as well.



Delvaux looks to divas for its new campaign. Image credit: Delvaux

The new woman, Rachel Roberts, puts the bag down on a table and fixes her lipstick, commanding attention as if she herself is a diva, in a similar manner to Ms. Alvarez.

But once Ms. Alvarez exits the pool and takes a seat at the bar, her red bag catches the eye of Ms. Roberts.

However, soon a final woman enters the area with her own Brilliant bag in an alligator skin pattern, and everyone, including the bartender stops to stare.

Simultaneously, the three women exit the pool area with their bags in tow, all entering one room; Number Three.

The last woman, embodied by Pat Cleveland, exits the room subtly, but this time she is in possession of the red bag. Captions title her as "Grande Dame Diva."

Exiting room Number Three next is Ms. Alvarez, the previous owner of the red Diva, who this time appears with the black bag in her arms. She is known as "Miss Diva."

Titled as "Diva De Jour," Ms. Roberts is the last woman to leave the room and has traded for the alligator skinned bag as she leaves the premises.

Delvaux's new film

Delvaux campaigns

The Belgian leather goods maker recently paid homage to London with the release of a quirky capsule collection.

Delvaux'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 gave the brand a chance to celebrate its new homes through design ([see story](#)).

The label put the emphasis on its savoir-faire this holiday season with a collection that took its cues from fantasy. 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](#)).

"Le Diva also embodies a denotation of diversity, transmission for a nonchalant elegance and style," Ms. Zeller said.

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