

APPAREL AND ACCESSORIES

LVMH will resurrect Jean Patou with Guillaume Henry

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Jennifer Lawrence for Joy Dior. Image credit: Dior

By STAFF REPORTS

LVMH Moët Hennessy Louis Vuitton is working to bring back a previously inactive brand, likely starting with a single boutique.

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Jean Patou is a French brand created in the 1910s by its namesake founder. It has since undergone many directorial changes and has been dormant, but it was recently acquired by LVMH and will be revived next year.

Brand resurrection

Former creative director of Carven and Nina Ricci Guillaume Henry will take the lead of the brand's resurrection.

It is expected that the brand is likely to launch with only one boutique and an ecommerce site.

The new collection will debut in late 2019, as ready-to-wear and accessories.

Women's Wear Daily reported that this could likely be a turn away from LVMH's heavy interest in streetwear, and that Jean Patou is set to be a niche brand.

LVMH's Dior perfume, Joy, came from the group's acquisition of the Jean Patou brand this year, allowing it the rights to the fragrance from the latter.

Christian Dior launched its newest fragrance with the help of one of the brand's most relatable celebrity ambassadors this month.

Joy by Dior, the label's first fragrance launch in almost two decades, is meant to appeal to younger women who have yet to embrace luxury scents. Actress Jennifer Lawrence, who is known for her down-to-Earth personality and award-winning film career, stars in the Joy campaign ([see story](#)).

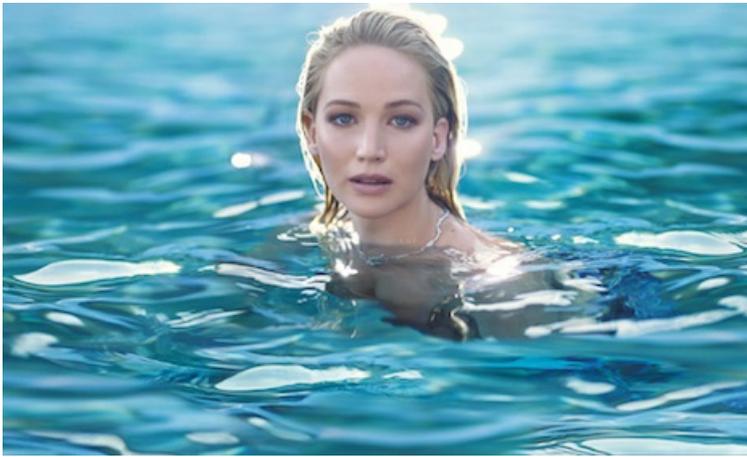


Image courtesy of Dior

The Joy fragrance was created in 1929 and was immediately iconic. The resurrection of the fragrance is the start of LVMH's investment into the Jean Patou label.

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