

RETAIL

24 Svres works with Parisian brand to start capsule collection

October 19, 2018



Vanessa Bruno unveils capsule collection only available on 24 Svres. Image credit: Vanessa Bruno

By STAFF REPORTS

LVMH's online retailer platform 24 Svres is joining the trend of partnership capsule collection in a drop that embodies a 70s Parisian feel.

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24 Svres aims to provide a curated collection of brands that represent Parisian style. The retailer is working with Parisian brand Vanessa Bruno for a capsule collection of ready-to-wear fashions and accessories, only available for purchase through the retailer.

Parisian style

Said to have a distinct 70s feel, the capsule will be made of blouses, a midi skirt, dresses, classic knits, a V-neck sweater, cardigan and a wool coat, with boyish and ultra feminine style.

Vanessa Bruno is also bringing back an iconic product for the capsule, its bestselling-canvas tote bag. A new version of the classic bag will feature white piping, but new colors in red and moss green will also be available for the limited-edition collection.

"The bohemian effortlessness and Parisian elegance of Vanessa Bruno's collections perfectly fit the 24 Svres DNA," said Maud Barrionuevo, director of buying and merchandising at 24 Svres. "We are thrilled to present this capsule of pretty pieces and iconic bags, alongside our fall/winter buy."

[View this post on Instagram](#)

24 SVRES x VANESSA BRUNO // @vanessabrunoparis' tote bags, reissued in exclusive colorways for @24sevres, are available at the link in bio. Les cabas iconiques de @vanessabrunoparis, rdits exclusivement pour @24sevres, sont dcouvrir ds prsent. #exclusive #vanessabruno #parisianstyle

A post shared by 24 Svres 24sevres.com (@24sevres) on Oct 19, 2018 at 10:52am PDT

Vanessa Bruno's 24 Svres collection is currently available on the site and will run until the capsule is over.

Luxury conglomerate Mot Hennessy Louis Vuitton's multi-brand ecommerce platform launched with 21st century customer service last year.

Shoppers who browse 24 Svres' selection from the ecommerce store's iOS application have access to stylists in Paris via video conference, while consumers also have access to help via a Facebook messenger bot. Officially launched on June 6, 2017, this ecommerce destination arrived as digital luxury sales are growing faster than the overall market ([see story](#)).

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