

APPAREL AND ACCESSORIES

## Celine releases new bag collection four months prior to apparel

November 12, 2018



*Celine's new C bag, available in stores and online. Image credit: Celine*

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By STAFF REPORTS

LVMH's fashion house, Celine is bringing its new designer bags to the public, as part of its new drop strategy with a modern take on fashion.

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Celine will now be dropping new products periodically rather than the traditional seasonal collections to better keep up with shifting consumer demands. Four months before his first apparel collection will be released, Celine's new creative director has dropped his first accessories line for the brand.

The new Celine

While a few celebrities such as Lady Gaga and Angelina Jolie were given early access to the new era of bags months ago, public consumers will now be able to purchase the line.

A vintage-inspired handbag, named Le 16 for the label's atelier address, a crossbody purse called Triomphe and the C with a quilted fabric make up the new current line. Each bag is available in a variety of colors.

The collection dropped in stores on Nov. 12 in 16 locations as well as on its Web site.

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THE MONOGRAM "C" BAG AVAILABLE NOW IN SELECTED STORES AND ON CELINE.COM #CELINEBYHEDISLIMANE  
#CELINEC

A post shared by CELINE (@celine) on Nov 12, 2018 at 7:44am PST

Celine prefaced the drop by continuing its stream of changes with a new logo launch and a move that leaves the past behind.

The brand unveiled its new look by wiping its Instagram page clean, and replacing its past images with the new logo, including dropping the accent from its name. The move is the latest in a series of changes by its new creative director, Hedi Slimane ([see story](#)).

While past management of the brand, like many other heads of luxury labels, felt as though Celine had no place within digital retail.

However, Mr. Slimane knows that the modern luxury customer is looking for something different, and these new drops in addition to digital integration is integral to capturing her.

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