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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

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.



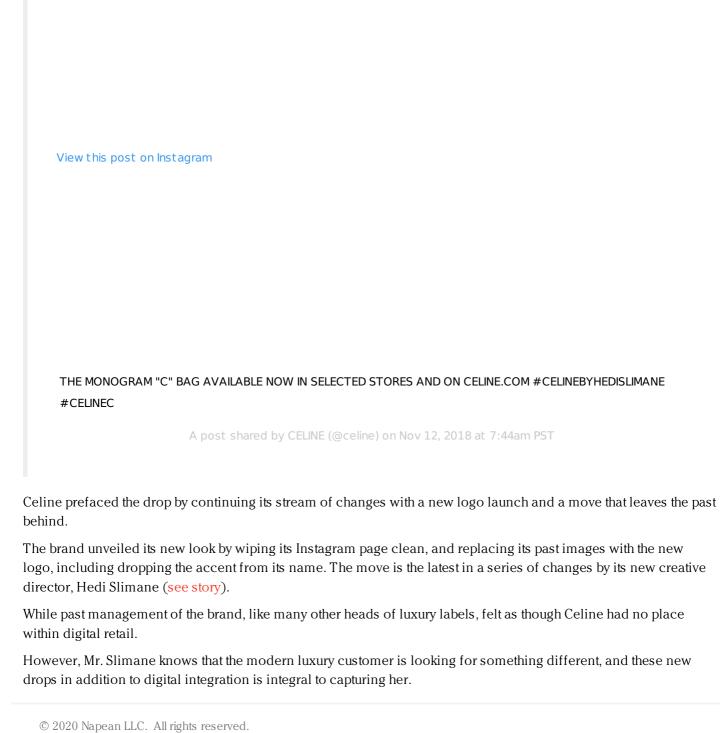
Celine will now be dropping new products periodically rather than the traditional seasonal collections to better keep up with shifting consumer demands. Four months before his first apparel collection will be released, Celine's new creative director has dropped his first accessories line for the brand.

## 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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