

APPAREL AND ACCESSORIES

Celine makes plans for Men's Fashion Week

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Celine's menswear pieces in its recent September show. Image credit: Celine

By STAFF REPORTS

LVMH fashion house Celine is taking its recently launched menswear division to Paris for the city's Men's Fashion Week.

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The fashion label recently launched a menswear edition in its coed fashion show this fall. Celine will create a show for the line this upcoming January, according to a report from *Women's Wear Daily*.

Menswear evolution

A source close to the brand revealed that the brand will show during the event in January in Paris.

Celine is said to be in talks with Fédération de la Haute Couture et de la Mode to secure a date and time, also inciting rumors that the brand will showcase women's pieces as well.

This is one of many moves LVMH has made deeper into menswear, as it becomes more popular.

Brands are creating new ways of showcasing merchandise and presenting gender styles.

Celine is one of LVMH's brands making the most changes in product reveals, since its latest creative director took over.

The brand recently brought its new designer bags to the public, as part of its new drop strategy with a modern take on fashion.



Celine's September show. Image credit: Celine

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 ([see story](#)).

Hedi Slimane was appointed as the new artistic, creative and image director of the fashion house in February of this year ([see story](#)). The director followed up his appointment with major changes to the brand, including a logo redesign ([see story](#)).

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