

APPAREL AND ACCESSORIES

## LVMH, Rihanna team up for luxury fashion line

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Rihanna's Fenty Beauty was developed by LVMH's Kendo. Image credit: Kendo

By STAFF REPORTS

Luxury goods maker LVMH is rumored to be in talks with music artist Rihanna to create a luxury fashion line.

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According to a report from *Women's Wear Daily*, the fashion conglomerate has been selecting employees from within its group to move to the new label under the artist's name. While the future brand is shrouded in mystery, what experts do know is that it will likely see success if it follows in the footsteps of Rihanna's beauty brand Fenty that has developed a cult-like following.

From music to fashion

Rihanna's partnership with LVMH will not be her first foray into fashion.

The music artist has consistently worked with various fashion brands on limited-edition labels, most of which have elicited significant buzz and fan following.

Most recently, footwear label Manolo Blahnik released its third and final creative collaboration with the singer.

The "So Stoned" footwear collection follows up Manolo Blahnik x Rihanna's "Denim Desserts" and "Savage" capsules. Launched in July 2017, the So Stoned collection featured summer footwear with jewel accents and a barely-there-aesthetic ([see story](#)).



*Manolo Blahnik x Rihanna's So Stoned "Spice" is heeled mule style. Image credit: Rihanna*

Rihanna also has an existing relationship with the group. The singer's Fenty Beauty line is produced by LVMH-owned Kendo, and she has been a face for Dior campaigns.

LVMH has not publicly commented on the collection, but sources have revealed that employees from brands such as Celine and Louis Vuitton are chosen to work on the project.

The collaboration with Rihanna is one of many steps LVMH has taken to diversify its offerings, investing more into streetwear and updating its labels as consumers increasingly seek new and unique fashion trends.

Working with Rihanna is likely to ensure LVMH some sort of security as the artist so often creates a frenzy surrounding anything she does.

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