

APPAREL AND ACCESSORIES

Jean Paul Gaultier is latest brand to collaborate for streetwear

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Jean Paul Gaultier taps Lourdes Leon for Supreme collaboration campaign. Image credit: Jean Paul Gaultier

By STAFF REPORTS

French fashion label Jean Paul Gaultier is working with streetwear label Supreme as the fashion brand seeks access to a new generation.

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Up-and-coming influencer Lourdes Leon, daughter to music artist Madonna, fronts the campaign for the collaboration in a fitting connection as Jean Paul Gaultier designed the costumes for mother's 1990 Blond Ambition Tour. Available on April 11, the collection offers a limited chance to own Jean Paul Gaultier designs at a lower price point, since the couture house's ready-to-wear line ended five years ago.

Jean Paul Gaultier x Supreme

The collaborative collection with Supreme leans on unique interpretations of gender roles to cater to new generations, as well as igniting a previous cause that has been reborn with younger consumers.

Overstated shoulders and masculine tailoring are featured in many of the collection's women's designs, while men's items include new takes on faux fur. In addition to these new designs, the Jean Paul Gaultier label is bringing back its Fight Racism T-shirt, as the issue grows in importance again.

"I have been including elements of sportswear in my collections from the very beginning," said Jean Paul Gaultier, founder of the label, in a statement to *Vogue*. "It has been one of my codes and my obsessions, I even developed a line Junior Gaultier' at the end of the 1980s [with that focus].

"With Supreme, this inspiration will find its way to a new generation," he said.

[View this post on Instagram](#)

Supreme //Jean Paul Gaultier . Coming soon

A post shared by Supreme (@supremenewyork) on Apr 1, 2019 at 8:17pm PDT

Instagram post from Supreme

Supreme is known for its inventive collaborations with luxury brands, as consumers lean more towards streetwear in their design interests.

German luggage label Rimowa was another recent house to partner with the streetwear label.

In an indication of luxury's increasing embrace of streetwear, Rimowa joined with Supreme on co-branded versions of its Topaz suitcase. Combining Rimowa's craftsmanship with Supreme's buzzy branding, the cases reflect both of their appeals ([see story](#)).

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