

APPAREL AND ACCESSORIES

LVMH's Fenty to debut this spring

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Fenty's logo. Image courtesy of LVMH

By STAFF REPORTS

Conglomerate LVMH Mot Hennessy Louis Vuitton has confirmed it is working with Robyn Rihanna Fenty to create a new luxury house.

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After working with the pop star, more commonly known as Rihanna, on a makeup line through its beauty subsidiary Kendo, LVMH is now expanding its relationship with her. Fenty will be molded in Rihanna's vision, with the musician overseeing everything from marketing to commercial strategy.

"Designing a line like this with LVMH is an incredibly special moment for us," Ms. Fenty said in a statement. "Mr. Arnault has given me a unique opportunity to develop a fashion house in the luxury sector, with no artistic limits.

"I couldn't imagine a better partner both creatively and business-wise, and I'm ready for the world to see what we have built together," she said.

Fenty fashion

Fenty will encompass ready-to-wear, accessories and shoes.

LVMH has launched a Web site for Fenty, which features the brand's logo. Here, consumers can sign up to hear more about the brand when it launches.

This endeavor furthers an existing relationship between Rihanna and LVMH.

Rihanna has previously designed eyewear for LVMH-owned Dior, and she also served as the face of brand campaigns ([see story](#)).



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

Fenty Beauty's entry into the cosmetics arena has shed light on beauty power players' lack of merchandise diversity for complexion products.

Created by frequent luxury collaborator Rihanna, Fenty Beauty launched following months of anticipation and two years of research and development. The line of color cosmetics, including a staggering 40 shades of foundation, was developed in partnership with LVMH-owned Kendo, the company behind Bite Beauty and Marc Jacobs Beauty ([see story](#)).

Fenty Beauty has been disruptive for the beauty business, and a Rihanna-designed apparel label could have a similar effect on fashion thanks to her celebrity and style.

In addition to her work with LVMH, Rihanna has also launched apparel through partnerships with Puma and a self-produced Savage X Fenty lingerie label.

"Everybody knows Rihanna as a wonderful singer, but through our partnership at Fenty Beauty, I discovered a true entrepreneur, a real CEO and a terrific leader," said Bernard Arnault, chairman/CEO of LVMH, in a statement. "She naturally finds her full place within LVMH.

"To support Rihanna to start up the Fenty Maison, we have built a talented and multicultural team supported by the Group resources," he said. "I am proud that LVMH is leading this venture and wish it will be a great success."

LVMH has typically acquired labels rather than building them from scratch, so this also marks a change in strategy for the group.

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