

APPAREL AND ACCESSORIES

LVMH, Rihanna collaboration moves away from traditional seasonal collections

May 23, 2019



Fenty launches online May 29. Image credit: LVMH

By STAFF REPORTS

LVMH is taking no time to capitalize on its partnership with music artist Rihanna, launching her new fashion collection in a pop-up shop this month.

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While a Fenty collection was rumored for sometime, after LVMH's confirmed the partnership with the singer it soon after revealed that it will go live in May. A Paris pop-up shop will open on May 24 and online available will launch May 29.

Rihanna moves forward

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

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 ([see story](#)).

This week, LVMH revealed that the collection goes live on May 29 online, on its digital flagship www.Fenty.com. Its bricks-and-mortar presence will only be manifested in short-term boutiques.

A film for the collection has been released, with a clear high fashion ethos. The film features unique styles and cinematography, contrasting dark ominous tones with brightly colored hues.

Footage is often sped up, interspersed with a graphic of a ball traveling through a maze.

The finale of the film reveals that the maze is actually the Fenty logo.

Fenty film

LVMH and Rihanna state that the brand ethos of Fenty is freedom, which it is funneling into its business model. The collections will be released on a "see-now wear-now" strategy.

Each release will focus on a specific selection of product, emphasis a different facet of a woman.

"Women are forces of this earth. We are multifaceted, complex, vulnerable yet bulletproof, and FENTY speaks to all of our intricacies," said Rihanna in a statement. "Some days I want to be submissive, many days I'm completely in charge and most days I feel like being both.

"So it was imperative that we created a line versatile enough to embrace and celebrate us in that way," she said. "The collections are easily worn together and meant to be staples in our wardrobe. I'm just hyped to see people in my clothes, man."

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