

APPAREL AND ACCESSORIES

## Jean Patou drops portion of name in rebranding

May 28, 2019



*A cat shows off the rebranding of Jean Patou. Image credit: LVMH*

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By STAFF REPORTS

Previously defunct maison Jean Patou is continuing its resurrection with a rebranding, changing its name to just Patou.

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Overseen by LVMH, Patou will move forward without the Jean portion of its name as well as new branding. The house now has a variety of social media accounts, where it is sharing the rebranding in a series of short playful clips.

### Resurrection and rebranding

LVMH Moët Hennessy Louis Vuitton announced that it was working to bring back a previously inactive brand last fall. Bringing back the brand will likely start with a single boutique.

Jean Patou is a French brand created in the 1910s by its namesake founder. It has since undergone many directorial changes and has been dormant, but it was recently acquired by LVMH and will be revived this year ([see story](#)).

Guillaume Henry will act as artistic director of the brand, while Nicholas Kirkwood CEO and senior vice president of fashion ventures at LVMH Sophie Brocart will take on the role of CEO.

LVMH has also announced that the first collection from Mr. Henry under the Patou brand will be a ready-to-wear collection debuting in Paris this September.

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[View this post on Instagram](#)

Patou is a wardrobe With an open sky, Patou for the craving That craves it all. Jean Patou is now Patou (!)  
@GuillaumeMarcDamienHenry #Patou

A post shared by Patou (@patou) on May 28, 2019 at 8:52am PDT

### *Instagram post from Patou*

As part of the rebrand, a series of videos introduced on social media play on the newly shortened brand name.

One of the shorts is of a gray cat, sometimes shown wearing a ribbon around his or her neck with the name Patou written several times. As the cat is shown looking around and lying down while purring, a women's voice speaks the name "Patou" over and over again in a soothing tone as if it is the cat's name.

Other videos show models dancing around in photo shoots, beginning with a clapperboard with "Patou" written on it.

Another clip shows a woman's hand filling in a crossword puzzle, but instead of various answers, she continues writing "Patou" throughout the whole puzzle.

LVMH's resurrection of Patou comes as the company builds a new fashion house with pop singer Rihanna, adding to its stable of brands.

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 this month. A Paris pop-up shop opened on May 24 and online availability will launch May 29 ([see story](#)).