

APPAREL AND ACCESSORIES

Moynat fetes 170th anniversary in print

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Moynat is known for its travel trunks. Image credit: Moynat

By STAFF REPORTS

French leather goods house Moynat is marking a milestone by creating a print publication.

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As the LVMH-owned house celebrates its 170th anniversary, it is creating a quarterly newspaper for its customers that looks back on some of its historic moments. This initiative will help educate consumers on Moynat's long history, while also reinforcing its ties to its Parisian hometown.

Read all about it

Pauline Moynat opened her first boutique in 1859 in Paris on Avenue de L'Opra. The next decade was significant to the city's development, as the first railroads were built and Paris was developed by Baron Haussmann.

This time period also saw Paris solidify its place as a shopping and fashion capital.

Moynat is looking back on significant moments in its Parisian history through a newspaper titled "Voyageur." The first issue is dated 1869, when Moynat opened its first boutique.



Moynat opened a boutique in Paris in 1889. Image credit: Moynat

A second edition is timed for 1889, the year that Moynat participated in the Universal Exposition in Paris. 1889 also saw the creation of the Eiffel Tower, which permanently changed Paris' skyline.

The publications are available at Moynat's boutiques.

Along with the newspapers, Moynat will be marking its anniversary with special collections.

Anniversaries are often a key moment for brand publishing efforts.

For instance, German luggage brand Rimowa recounted its 120 years of history in a new book from publisher Assouline.

Simply titled "Rimowa," the tome details the brand's position at the intersection of fashion and function, as well as focusing on the people behind the LVMH-owned label. Despite a marketing strategy that does not include print advertising, Rimowa sees the value in sharing its story through this anniversary volume ([see story](#)).

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