

APPAREL AND ACCESSORIES

Lanvin embraces animated playfulness in whimsical fall collection

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Barbar the Elephant inspired the fall/winter 2019 Lanvin collection. Image courtesy of Lanvin

By STAFF REPORTS

French fashion house Lanvin is paying tribute to a classic cartoon character in a playful new collection that touches on the label's heritage.

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Creative director Bruno Sialelli has named Barbar the Elephant as Lanvin's new mascot. The creators of both Lanvin and Barbar, Jeanne Lanvin and Jean de Brunhoff, were first inspired by their children.

Barbar and fashion

Mr. de Brunhoff, a French writer and illustrator, released his first Barbar book in 1931. The series, which has generations of readers, follows the adventures of a young elephant who becomes king.

Mr. Sialelli discovered vintage Barbar drawings in Paris, which inspired Lanvin's latest collection of scarves, blouses, handbags and more. Barbar will also make appearances in future Lanvin collections.

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BABAR BY LANVIN: @brunosialelli, Creative Director of Lanvin, found out Babar was invented by Jean de Brunhoff for his son, just as Jeanne Lanvin started to create dresses especially for her daughter Marguerite. #LanvinBabar #LanvinFW19

A post shared by LANVIN (@lanvinofficial) on Sep 8, 2019 at 11:48am PDT

Barbar and Lanvin

In addition to whimsical pastel prints of Barbar's adventures with friends, scenes of which appear on shirts and sweatshirts, the character's color palette is prominent throughout the collection.

Lavin's fall/winter 2019 collection includes pale pink, blue and yellow silk scarves, silk and cotton hoodies, yellow and white sailor hats, yellow and pink mini Bow bags and more.

Other luxury labels have turned to animated pop-culture fixtures for inspiration.

In 2017, British shirtmaker Turnbull & Asser helped cult classic cartoon Mr. Benn turn 50 years old with a series of commemorative pocket squares.

Created by illustrator David McKee, Mr. Benn is best-known for a 13-episode BBC children's television program that aired during the early 1970s. As the official shirtmaker for 007, Turnbull & Asser worked with Mr. McKee to create different Mr. Benn scenes where the cartoon character becomes James Bond ([see story](#)).

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