

APPAREL AND ACCESSORIES

Loewe celebrates De Morgan collection with fantastical film

November 14, 2019



Still from the Otter's Tale, a 60-second fantastical short for the Loewe De Morgan capsule collection in time for the holidays. Image courtesy of Loewe

By STAFF REPORTS

Spanish fashion house Loewe has collaborated with BAFTA-winning director Nina Gantz to create a film that celebrates the launch of its William De Morgan capsule collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Under Loewe creative director Jonathan Anderson's supervision, the 60-second video brings to life the master ceramist's fantastical subject matter as well as the textiles and textures from the collection.

Combining stop-motion animation with live action of models, the story unfolds within West London's Leighton House that contains close to 100 works by De Morgan.

Loewe is part of French conglomerate LVMH.

Fired up

The Loewe De Morgan capsule collection goes on sale Nov. 15 in time for the holiday season.

De Morgan was known for his Arts and Crafts tile designs. His fantastic creatures and floral arabesques are reflected in Loewe's collection of ready-to-wear, accessories and charms for men and women.

Per **Loewe**, De Morgan's life changed in 1863 when he met textile designer William Morris. He joined the decorative arts company Morris & Co. that same year and soon took over its tile design and production department.

In line with the Arts and Crafts preference for technical experimentation, De Morgan created his own methods of glazing, firing and coloring.

Loewe has reinterpreted De Morgan's artwork in its leather marquetry on postal bags, embroidery on calfskin and thickly layered weaves.

Film credits

Creative director: Jonathan Anderson

Director: Nina Gantz

Producer: Blink Ink

In order of appearance:

The hero: Janaye Furman

The frog: Joji Otani Hansen

The dragon: Leonell

Skeletons: Felix Sueur & Emily S.

The knight: Xiaoni

An Otter's Tale by Loewe for the Loewe De Morgan capsule collection

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.