

APPAREL AND ACCESSORIES

Kenzo reprises alliance with Vans for floral print sneakers

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Sneakers collaborations are hot for luxury brands and a high-profit-margin item. Image courtesy of Kenzo

By LUXURY DAILY NEWS SERVICE

Pushing the bucolic boundaries is Kenzo's legerdemain and its reprisal of a partnership with California skate brand Vans fit its spring-summer 2020 collection is evidence of that.

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The LVMH-owned Parisian brand dug deep into its archives to plaster floral prints on Vans' Sk8-Hi high-top sneaker and the Old Skool low-top in three versions for men and women.

High-low is a frequent foray of some luxury brands and an art that the late Karl Lagerfeld mastered with his H&M collaboration and Missoni won acclaim for its Target capsule collection that sold out in minutes.

On board

The sneakers are part of a capsule collection from Kenzo creative director Felipe Oliveira Baptista of apparel and accessories comprising 46 unisex ready-to-wear pieces and a variety of sunhats, caps, backpacks and bumbags.

An exclusive Kenzo skateboard has also been released in collaboration with The Skateroom, which is a project that makes skateboards with artists to support social impact causes.

Limited to 150 pieces and available in stores and on [Kenzo.com](https://www.kenzo.com), the Kenzo skateboard features the floral print theme of the sneakers. All profits will be donated to a social skate project to help at-risk youth in Jamaica.

The launch campaign showcases raw reportage shot by Ari Marcopoulos to capture the world of seven real skaters and friends in Los Angeles, offering a glimpse into their daily lives.