

APPAREL AND ACCESSORIES

Loewe teases Totoro-inspired capsule collection

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Loewe x Totoro will debut on Jan. 8. Image credit: Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label Loewe is celebrating Japanese anime with a new capsule collection.

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Loewe x Totoro is set to debut online and in-store on Jan. 8. The collection includes handbags, ready-to-wear and accessories inspired by the 1988 Studio Ghibli film *My Neighbor Totoro*.

Loewe x Totoro

Fans of the label and film were encouraged to sign up online for a chance to receive early access for the collection launch. Knitted sweaters are expected to run about \$1,900 while a drawstring bag is priced at about \$3,000.

Directed by Hayao Miyazaki, *My Neighbor Totoro* follows the story of two young sisters who befriend the playful spirits in their new home and nearby forest. The film has become a cult classic, and Loewe has been featuring the animated spirits in online social media posts.

[View this post on Instagram](#)



A post shared by LOEWE (@loewe)

Instagram post from Loewe teasing the collection

Other luxury brands have released capsule collections featuring icons of Japanese popular culture.

French fashion label Longchamp recently revealed an electric capsule collection with the help of an animated pop culture icon.

The maison has teamed with Pikachu, the cheerful and world-famous yellow Pokmon, on a limited-edition collection of handbags. Exclusive collaborations can attract fans of different brands and create a sense of urgency before items sell out ([see story](#)).

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