

APPAREL AND ACCESSORIES

## Loro Piana taps royalty for cozy collaboration

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Princess Elisabeth von Thurn und Taxis for Loro Piana. Image credit: Loro Piana

By LUXURY DAILY NEWS SERVICE

Italian apparel and accessories label Loro Piana is collaborating with Princess Elisabeth von Thurn und Taxis in a styling campaign around one of its most unique and rare materials.

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Ms. von Thurn und Taxis, a German princess who has established a career as a columnist and *Vogue* contributor, appears in an editorial for Loro Piana's new ultralight vicuña sweaters in pastel colorways. The label specializes in natural fibers and often emphasizes its sustainable credentials.

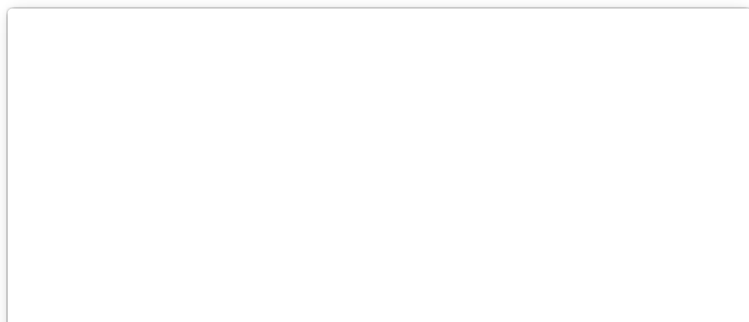
Raw to rare

Photographer Lakas Wassmann photographed Ms. von Thurn und Taxis at the historic Chesa Plantain Samedann and at the Waldhaus in the Swiss Alps for the campaign. The author and socialite did her own styling, adding a relaxed and refreshing twist on the effort.

The photos and videos have been shared on Loro Piana's social media and ecommerce site.

Ms. Von Thurn und Taxis wears several items from the Vicuña collection, including the Ergwan parka, the Inka stole and pastel sweaters.

Vicuña are native to high alpine regions of the Andes and are relatives of camels, alpacas and llamas. The animals can only be sheared every two years, and only 250 grams, or about half a pound, can be obtained from each vicuña.



[View this post on Instagram](#)

A post shared by Loro Piana (@loropianaofficial)

### *The pastel vicuna sweaters from Loro Piana*

Raw vicuna fiber is one of the finest materials in the world and has a natural golden-brown shade. For the pastel sweaters, the lightest colored fleece must be harvested from a vicuna's chest making the pieces even more exclusive and luxurious.

Each vicuna piece has a unique certificate authenticating its origin and sharing its full traceability.

Since 1994, Loro Piana has partnered with the Peruvian government and Andean communities for exclusive rights to purchase, process and distribute fiber harvested from vicuna while they are alive. As part of the agreement's renewal in 2008, Peru's first private nature reserve was created honoring Franco Loro Piana.

"Realizing that the vicuna is not just a luxury product but that Loro Piana's concern is the protection of these rare creatures," Ms. von Thurn und Taxis said in a statement. "By operating the full chain of production, they can protect the animals while creating the finest quality, which to me is what real luxury and uniqueness should be about."

Loro Piana often seeks to share its own efforts to preserve sustainably sound practices through storytelling.

In 2019, Loro Piana delved into cashmere production in a documentary that shed light on traditional goat herding techniques that are under threat in Mongolia. The LVMH-owned brand tapped filmmaker Luc Jacquet for a trilogy of films about its signature textiles ([see story](#)).

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