

APPAREL AND ACCESSORIES

LVMH faces setback with Fenty, puts fashion label on hold

February 10, 2021



Fenty's ready-to-wear future is in doubt, after debuting in 2019. Image courtesy of LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has confirmed it is pausing the ready-to-wear label Fenty, less than two years after it was launched.

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After finding success with the makeup label Fenty Beauty, LVMH partnered with pop star and entrepreneur Robyn Rihanna Fenty, better known as Rihanna, to create the new luxury house in spring 2019 ([see story](#)). *Women's Wear Daily* first reported that LVMH will now pivot to focus on Fenty's makeup, skincare and lingerie lines.

"Rihanna and LVMH have jointly made the decision to put on hold the RTW activity, based in Europe, pending better conditions," the group said in a statement to *WWD*.

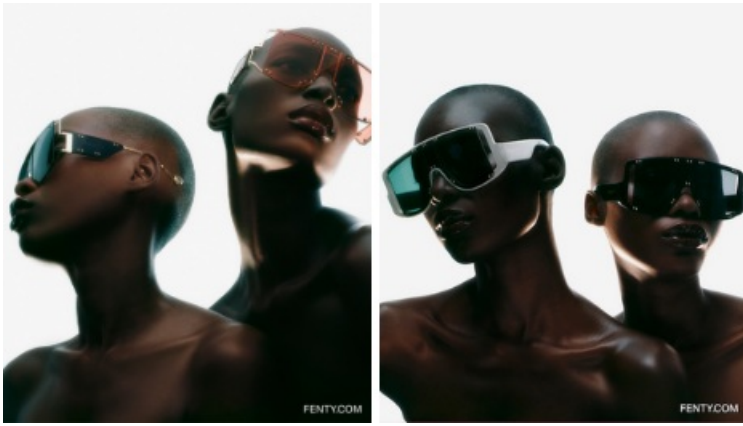
Next steps

Rihanna and LVMH have a longtime relationship, beginning with the star appearing in brand campaigns and eventually designing eyewear for its Dior label ([see story](#)).

In 2017, LVMH's beauty subsidiary Kendo introduced Fenty Beauty to great success ([see story](#)).

Hoping to build off the appeal of Fenty Beauty, its high-fashion counterpart debuted in May 2019, making Rihanna the first Black woman to lead a luxury label at LVMH.

Fenty marked a change in LVMH's strategy for several reasons, including its embrace of "drop" collections and temporary pop-ups rather than traditional boutiques.



The Fenty fall 2020 sunglasses collection. Image courtesy of Fenty

The label focused on RTW, accessories and footwear, but appeared to be hit hard by the COVID-19 pandemic. In addition to the challenging economic climate, Rihanna has reportedly stayed close to Los Angeles while Fenty's creative and production sites are in Europe hampering her ability to be a more involved artistic director.

Outside of LVMH, Rihanna has also launched apparel through partnerships with Puma and a self-produced Savage X Fenty lingerie label.

WWD reports that LVMH will be investing in Savage X Fenty through its relationship with the consumer-focused private equity firm L Catterton. The group will also continue growing Fenty Beauty and Fenty Skin, both of which are available at LVMH-owned Sephora and other retailers.

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