

APPAREL AND ACCESSORIES

## Lanvin turns back time in wanderlust collection release

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*The collection takes inspiration from the 1990s. Image credit: Lanvin*

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By NORA HOWE

French fashion house Lanvin is exploring the wonders of travel and nostalgia by journeying into memories of the 1990s, a formative period of contemporary fashion.

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To unveil its spring 2022 collection, Lanvin released a music video-like short film, taking viewers on a creative outing. The campaign also references the glamour of travel and the aspirational "jetset" lifestyle, viewing exploration as an extravagant indulgence.

"When people have gone through a traumatic experience where we're not sure about so many things that have taken place, the idea of moving forward and what that means tends to include travel in some way," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "Maybe it's planning a vacation or doing a road trip that doesn't have a set destination or time period."

"The ability to change up our look and indulge in things becomes something we crave as we remember those dark days, and we know that we deserve to pamper ourselves as a means to celebrate that we're still here and we have to make the most of every day."

Time traveling

Expanding on its anticipation for a glamorous post-pandemic world, Lanvin continues playing with concepts of time and exploration in its fashion campaigns.

In March, the brand presented its fall/winter 2021 collection with a short film following a group of models into a hotel where they strutted down the hallways-turned-runways, dressing up, singing and dancing in pieces from the collection.

The film emoted a celebration from the very start, highlighting a wide range of colorful and flashy Lanvin products and disparate materials in a celebration from the early aughts used to symbolize fun and happiness that the future holds post-pandemic ([see story](#)).

Designed by creative director Bruno Sialelli, the spring collection aims to transport people by offering a trip, real or

imaginary.

### *Lanvin Spring 2022 collection*

In a push for nostalgia, Lanvin tapped into its own archive, reinventing the 1970s Lanvin "JL" monogram, which has been redrawn and updated for the modern world as the JL 3D. As a print or jacquard, the monogram is used in optical play, also adorning accessories and luggage.

Materials included in the spring collection intend to blur the lines between seasons, covering different terrains and climates, as a traveler might also do in their endeavors. For instance, silks are mixed with denim and scuba jerseys are combined with chiffons.

In continuing the theme of merging seemingly contradictory elements, Lanvin brings together the polished, formal looks of the 1960s and the mood of the MTV generation. With this showcase, Mr. Sialelli is drawing a map of disparate moods.

Although the house is encouraging the exploration of various corners of the world, it remains true to its Parisian heritage. The collection boasts the style of founder Jeanne Lanvin and her successors, as well as micro-florals and couture silhouettes reflecting the midcentury work of Antonio Castillo.

The colors and fabrics in the spring collection also aim to unify men and women. In the film, women are intended to reflect Truman Capote's jet-setting society idols, while the men are music stars or cinematic heroes.

The collection's featured accessories are travel-inspired monogram totes and weekenders and the neo-classic '22 handbag, named after Lanvin's historical Parisian flagship at 22 rue du Faubourg Saint-Honor.

"The collection has a number of fun pieces that really showcase men's and womenswear with an aesthetic that embraces elements of the '70s as well as the '90s," Ms. Smith said. "As a film, I like the concept of having a group of people that are in their own bubble simply enjoying being with friends and taking life as it comes.



*The spring collection reinterprets heritage styles from the brand to create a modern reflection of the care-free lifestyle. Image credit: Lanvin*

"Whether it's playing telephone, embracing a rainy moment or just getting lost in the good times, it's a great way to see the collection as each vignette is played in front of us," she said. "It also reflects our need for escapism, giving us something to aspire to when we're in the midst of our normal day-to-day."

### Post-pandemic glamour

After a transformative and tumultuous 2020 forced brands and consumers to adapt, luxury fashion shoppers may be ready to embark on a new era of style.

While the fashion industry was damaged economically, the COVID-19 pandemic allowed consumers and designers to step back and reevaluate their priorities. As vaccines continue to be distributed and an end to the pandemic is seemingly in sight, a new era of expressive style and consumer behavior is expected to emerge.

With talk of the "Roaring Twenties" on the rise, the fashion industry may be prepping for a new wave of glamour, one which will redefine the meaning of the term.

In an episode of The McKinsey Podcast, partner and head of EMEA fashion and luxury at McKinsey Anita Balchandani explored the idea of a balance between glamour and comfort. She expressed that the desire for self-expression does not necessarily disappear when people are stuck inside.

Ms. Balchandani suggested the demand for products that are more special and more glamorous will make a

comeback, however expects to see a new variant of glamour that considers a degree of comfort ([see story](#)).

In addition to Lanvin, brands are expressing this excitement for glamour through marketing efforts and collection campaigns.

French fashion house Chanel conveyed themes of modernity and sophistication with its spring/summer 2021 ready-to-wear campaign, tapping brand ambassador Charlotte Casiraghi to capture the glamour and elegance of Monaco.

The film showed Ms. Casiraghi dressed in various pieces from the collection in settings ranging from elegant bedrooms to sunny swimming pools, during the day and night ([see story](#)).

"The level of optimism, carefree behavior and hope is something that is exciting to see especially as people are embracing these elements in their own lives," Ms. Smith said.

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