

APPAREL AND ACCESSORIES

Delvaux takes miniature charms around the world

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The new Delvaux Miniatures collection honors traditions of countries around the world. Image credit: Delvaux

By NORA HOWE

Richemont-owned leather goods brand Delvaux has traveled around the world, honoring cultural emblems of various countries to celebrate its newest collection of playful leather handbag charms.

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From its home country of Belgium to international cities in Italy, France, Japan and more, the brand takes global handbag lovers on a cultural journey through an animated campaign. Delvaux Miniatures are small-scale versions of the brand's iconic Brillant handbag, and the film in which they are featured intends to celebrate the joining of cultures through craft and artistry.

"For those consumers whose travel aspirations have been frustrated or restricted due to COVID-19, this campaign perfectly combines the aspiration to travel with the aspiration to own something whimsically luxurious," said Katherine Black, partner at global strategy and management consulting firm [Kearney](#), New York.

"There's more humor and character in the new campaign [compared to previous ones], the miniatures are allowed to speak for themselves and have their own personality, and in the case of this campaign, music plays a bigger role in investing a sense of place into the individual products," she said.

Delvaux around the world

The 100-second claymation-like film begins in Belgium, where cartoon hands wearing red gloves pick fries out of white Delvaux Miniature handbag.

Next stop: France.

The music shifts from a jolly arrangement of flutes and tambourines to a Waltz-like melody from an accordion. Various Miniatures are staged throughout a small-scale, cardboard replica of Paris.

Then, the bags travel to Italy, where an acoustic guitar plays alongside the sounds of car horns and bicycle bells. In the video, the bags sit atop a revolving platform surrounded by water.

The newest Miniatures campaign travels around the world

After Italy, the bags travel north again to the United Kingdom. One bag has been reimagined as a Buckingham Palace guard, another is adorned with the Union Jack, while a third serves as a red London telephone booth in front of the Delvaux boutique.

Across the pond, in the United States, the bags scurry through New York City. With sounds of drums, saxophones, honks and tire screeching as the cacophonous soundtrack.

In Japan, one Delvaux Miniature blooms into a cherry blossom tree as, what sounds like, a shakuhachi softly plays a Japanese end-blown flute made of bamboo.

Staying in the Asia region, the bags travel to China, where they indulge in a game of mahjonga Chinese tile-based game, similar to dominoes. Covered in an ornate design, one bag drinks tea with a panda bag.

Finally, they end their journey in South Korea, where a tiger-themed Miniature appears from a forest. Some bags fly with cranes, while others blossom into hibiscus flowers.

The Miniatures, or Brilliant Charms, are about 3.5 inches wide, 1.7 inches deep and 4.5 inches tall, and range in price from 800-950 euros, or \$945-\$1122 at the current exchange rate.

In 1908, Delvaux became the first house to file an official patent for a leather handbag, thus being lauded as the inventor of the modern luxury handbag.

Only a few months ago, Swiss luxury group Richemont acquired 100 percent of Delvaux in a private transaction. Through the acquisition, Richemont is looking to position Delvaux for its next stage of development by leveraging Richemont's global presence and digital capabilities ([see story](#)).



Delvaux's Brillant Charms Namur in box calf. Image credit: Delvaux

"Although Richemont allows its maisons to operate very independently, they have also invested in a lot of capability to span the organization," Ms. Black said. "I would imagine that at some point Delvaux will benefit from this infrastructure as well to know its customer better and be better equipped to personalize marketing and have a more advanced CRM."

Luxury acquisitions

The luxury industry has recently witnessed a multitude of mergers and acquisitions, indicating positive growth and emerging business opportunities despite a turbulent business environment.

New management may also indicate shifts in branding strategies. Take Tiffany & Co, for example.

Since being acquired by LVMH earlier this year, Tiffany has launched a collection of men's engagement rings ([see story](#)), launched an inclusive "Love, Always" campaign celebrating couples within the LGBTQIA+ community ([see story](#)) and welcomed actors Tracee Ellis Ross and Anya Taylor-Joy as brand ambassadors ([see story](#)).

Recently, and most notably, the jeweler launched a campaign starring music legends Beyonc Knowles and Jay-Z ([see story](#)).

With these brand campaigns and under the helm of LVMH, Tiffany seems to be trying to appeal to a younger, more inclusive consumer base.

"Consumers are looking for fun and diversion as we are in such a period of uncertainty and luxury brands are well-equipped to deliver this," Kearney's Ms. Black said. "At the same time, I am also seeing trends in how marketing is being executed.

"I would expect to see a bigger emphasis on livestreaming, bringing the best of the brand globally to their best customers, no matter where that customer is in a personalized way."

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