

APPAREL AND ACCESSORIES

Loewe reopens flagship on Avenue Montaigne

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The space will continue highlighting the house's collections alongside artworks. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe** has reopened its store on Avenue Montaigne in Paris as luxury brands focus on bricks-and-mortar.

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The space will continue highlighting the house's collections alongside artworks. The store's new style has an elegant style with a basis in sustainability.

Reopening the doors

Loewe's reopened space holds a black faade, with an interior filled with natural light.

The interior design includes a Georgian-style spiral staircase made from Campaspero stone at the center of the space, concrete floors and handmade maple ceiling slats. The central product displays are built from concrete, glass and wood.

Loewe's women's and men's ready-to-wear and accessories collections are showcased.

There are several art displays present throughout the flagship, including the large painting *Fell Into the Sun 1* (2020) by American artist Walter Price and *Two Standing Figures* (1948-49) by British sculptor Henry Moore.

Three ceramic works by Pablo Picasso are also present, alongside *Surface Tacity 11* by Genta Ishizuka and a wooden bench by Jim Partridge and Liz Walmsley, creations from artists honored by the Loewe Foundation Craft Prize.

LOEWE
FOUNDATION
CRAFT
PRIZE



Craft Prize, 2022

Submissions now open

The prize winner will receive 50,000 euro, or about \$58,570. Image credit: LVMH

In September, Loewe opened applications for the fifth edition of its Craft Prize, celebrating creativity and innovation in contemporary craftsmanship.

The Loewe Foundation Craft Prize honors modern artisanship by showcasing the works of skilled craftspeople. The Craft Prize recognizes craftspeople whose artistic vision, technical skill and desire to innovate opens doors to more excellence in craft ([see story](#)).

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