

APPAREL AND ACCESSORIES

## Moynat reveals new Flori colorways in watercolor

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Moynat enlisted famous illustrator Mats Gustafson for the project. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French leather goods house **Moynat** is introducing new hues of its iconic Flori handbag through an artistic collaboration.

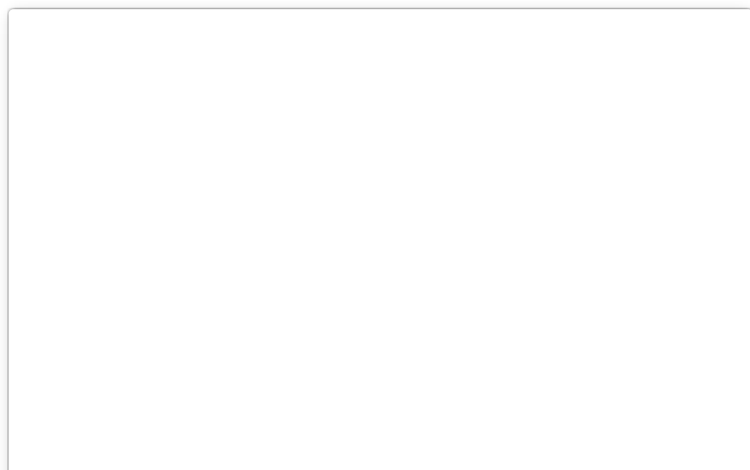
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Creative director Nicholas Knightly tapped Swedish fashion illustrator Mats Gustafson to create a series of watercolors for the effort. The vintage-inspired series features the Flori bag in its new colors: black, peach and powder.

### Flori illustrations

Mr. Gustafson's illustrations feature modern silhouettes that evoke independence and femininity, juxtaposed against advertising posters from Moynat's archives in ecru, orange or taupe.

The female figures themselves also capture the spirit of house founder Pauline Moynat, who established the Parisian label in 1849. She opened her first boutique across from the famous Comdie-Franaise theater, and this appreciation for the stage comes through in the vintage advertisements that recall playbills.



[View this post on Instagram](#)

A post shared by MOYNAT (@moynat)

*The illustrations are fresh while referencing the brand's history*

The watercolors have been shared on Moynat's Instagram account.

Moynat is not the only LVMH brand to work with Mr. Gustafson, who began his career in the late 1970s. The illustrator has also collaborated with Tiffany & Co. and Dior.

In 2019, Moynat celebrated its 170th anniversary by creating a quarterly newspaper for its customers that looks back on some of its historic moments. This initiative educated consumers on Moynat's long history, while also reinforcing its ties to its Parisian hometown ([see story](#)).

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