

APPAREL AND ACCESSORIES

## Delvaux traces history, garners excitement for future with new spot

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*The video spans Delvaux's entire history, from patenting the first handbag to 2022 styles. Image credit: Delvaux*

By KATIE TAMOLA

Belgian leather goods house Delvaux is diving into its brand history with a new video, "About Delvaux."

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The short film artfully examines and illustrates Delvaux's roots and ethos, including photos of the brand's founder and workshops, sketches and advertisements of handbags from past and present. Lauded as the inventor of the modern handbag, Delvaux's latest effort honors the past while teasing the boundary-pushing future the brand anticipates.

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Loyal to Belgium

Delvaux is a brand that thoughtfully toes the line of maintaining a foundation in luxury, while pushing the envelope as to what luxury can entail. Delvaux's latest vignette encapsulates its groundbreaking approach and vision.

"About Delvaux" begins with a bit of history, reminding consumers that although the brand is emphatically loyal to Belgium, Delvaux has actually been in place longer than its home country has been independent.

In 1829, one year before Belgium gained independence, Charles Delvaux creates la maison Delvaux, with business appearing to be booming from the very start. Images of the founder, workshops, workups of Delvaux products and maps permeate throughout the beginning of the film, showing all hands on deck in the inception of the brand literally and figuratively.

*A fun, informative look at almost two centuries of Delvaux*

As images permeate, an omnipresent and all-knowing narrator explains how the brand grew, with Delvaux patenting the handbag in 1908. Since then, the house has been viewed as the inventor of the modern luxury handbag ([see story](#)).

The voiceover continues, explaining the Belgian's brand's active marketing towards independent women, as

sketches of the handbag and footage of women working and traveling pervade the screen.

The film discusses progress from the 1950s onward with additional sketches and seasonal collection launches.

"The results are masterpieces," the narrator bellows.

Some examples include Le Brillant in 1958, shown in black in three disparate sizes; footage of Le Temple in 1967 ; an advertisement of Le Pin from 1972; and a mustard-colored Le Lingot handbag in 2022.

With continued images of craftsmanship, the voiceover explains that since 1908, more than 3,000 designs have been recorded in le Livre d'Or, Delvaux's design catalog otherwise described as "the safe keeper of la maison Delvaux's exceptional mastery and spirit of innovation."

It is further explained how central Belgium is to the core of the brand, as Delvaux has woven the country's encouragement of expression and experimentation into its values, while honoring heritage.

Narration even notes how Delvaux has served as the official purveyor of the Royal Court of Belgium since 1883.

A chic, salmon-colored map appears on screen as the voiceover notes that Delvaux spans the globe with more than 50 boutiques as the screen cuts to footage of two of the brand's physical stores.

In consistent celebration of the past, the film concludes with an examination of muse Delvaux, which resides in Belgium, where the brand's workshop also lives. The muse Delvaux is a unique space that invites visitors to explore the legacy and milestones of the brand.

Celebrating globally

"About Delvaux" concludes with a recollection of the video's goal: to celebrate almost two centuries of creativity and excellence.

The Belgian leather goods house continues to commend its history, but to also highlight how its presence has spread throughout the world.

Delvaux does enjoy merging the chic and nostalgic, as the brand recently marked a decade in China with an artistic campaign that pays tribute to its capital city.

The black-and-white "Beijing Stories" is the second chapter of Devlaux's "City Series" short film series. Directed by Mai Zi and featuring an all-female cast, the vignette celebrates Beijing through the eyes of Delvaux's presence in the city ([see story](#)).

Last year, Delvaux honored cultural emblems of various countries to celebrate its newest collection of playful leather handbag charms.

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 ([see story](#)).

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