

APPAREL AND ACCESSORIES

Givenchy brings luxury to consumers, furry friends with Disney

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A scene from the Disney x Givenchy campaign video. Image credit: Givenchy

By AMIAH TAYLOR

LVMH-owned fashion house Givenchy has debuted a limited-edition capsule collection in collaboration with Disney.

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The new line from the French fashion house features animal characters from the 1961 animated film, "101 Dalmatians." Many of the ready-to-wear items feature spotted motifs, a clear allusion to the distinctive coat pattern of Givenchy's latest canine muses.

"Disney will always be iconic within our pasts, present and future depending on our stage of life and our personal circles," Dalia Strum, founder of **ReThink Connect** and professor at The Fashion Institute of Technology, New York.

"The nostalgic place that Disney keeps will continue to maintain the relevancy of these capsule collections along with the combination of magic and fantasy' from each brand," she said.

Paws-itively Parisian

Romantic French accordion music sets the tone for the wordless campaign video. On a clear summer day, the film's cartoon canines visit the Pont des Art bridge.

Scattered amongst the dozens of love locks are padlocks with the Givenchy insignia. The entire dog family strolls to a Givenchy store and sits in front of the display window.

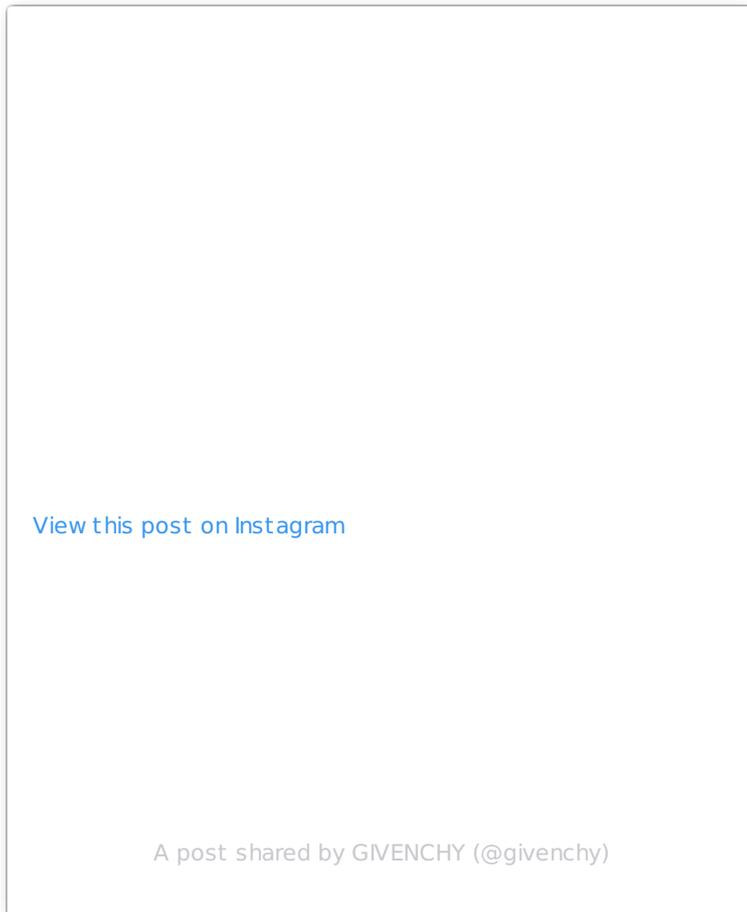
They marvel at Givenchy Cut Out bags in both black and white leathers. As the dogs keenly view the storefront window, special guests exit the Givenchy showroom.

The Disney x Givenchy Collaboration campaign video

Supermodel Kate Moss and Givenchy creative director Matthew Williams happily interact with the dogs. Ms. Moss shakes one of the dog's hands and Mr. Williams pats another pup on the head.

Shortly afterward, a black limousine arrives. The infamous Disney villain, Cruella De Vil, emerges.

Her spindly shadow is cast on the wall. The dogs growl and bare their teeth, and the limousine departs in a hurry. The canine family smugly waves and a few of the pups hop around excitedly, glad to be rid of their antagonist. The new ready-to-wear line plays with the concept of shadow and negative space. Aesthetically, the color palette for the Disney x Givenchy collection is restrained, predominantly containing whites and blacks. Several T-shirts and tops feature blacked-out character images, reminiscent of Victorian silhouette portraits. The line between man and beast blurs with dog collars that look luxe enough for humans to wear. Luxury pet accessories are gaining traction as a way to reach consumers. Millennials, especially, are willing to dress their pets in top-tier brands.



A model wearing ready-to-wear items from the new Disney x Givenchy women's collection

U.S. pet market sales revenue has increased annually for the past 10 years. As pet owners continue to spend on their furry friends, luxury design houses have begun entering the lucrative pet industry.

Animalistic imagination

When Mr. Williams became the new creative director of Givenchy, he was expected to bring a certain edginess with him to the French fashion house ([see story](#)). Features of this latest collection such as destroyed denim and distressed fabrics mirror Mr. William's signature unconventional approach.

Luxury collections celebrating animals are also a departure from the status quo.

Earlier this month, Japanese pearl purveyor Mikimoto launched a Wild and Wonderful collection, inspired by wild animals from various continents ([see story](#)).

Last year, Burberry also created a campaign with a particular focus on animals as pets ([see story](#)).

Whether it is wild or domesticated animals, luxury fashion houses are expanding the definition of high fashion to include four-legged creatures.

"The Disney x Givenchy case presents a logical next step towards where the imagination of the young is and how to capture it, while also recounting some of the core elements of what Givenchy stands for," said Thoma Serdari, director of fashion and luxury MBA at NYU Stern and author of *Rethinking Luxury Fashion*, New York.

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