

APPAREL AND ACCESSORIES

Delvaux serves up small but mighty new handbag collection

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A scene from Delvaux's "Lingot Small" campaign film. Image credit: Delvaux

By AMIAH TAYLOR

Richemont-owned Belgian leather goods house Delvaux has set its sights on a new it girl ambassador to represent its latest Lingot Small Collection.

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Dylan Penn, an American actress and the daughter of celebrity Sean Penn, represents the dynamic and versatile spirit of the Lingot Small, according to the Belgian luxury brand. In Delvaux's latest campaign film, which debuted on August 24, Ms. Penn is a beautiful force of nature as she strolls along with the Lingot Small in the Pollen and Hibiscus shades.

"Occupying a more rarefied space in luxury leather goods, Delvaux has been on a renaissance over the past decade, and is now under the aegis of Richemont," said Rebecca Robins, global chief learning and culture officer at [Interbrand](#).

"Their latest campaign celebrates the Lingot as center-stage throughout, spotlighting the iconic D and distinctive two-tone buckle," she said. "The Lingot is designed as a versatile bag that will take its owner from place to place, which the campaign captures in an understated style."

Beautiful Belgian stroll

Delvaux has gone live with content promoting what the brand calls a "smaller, slimmer" version of the Lingot. In an Instagram Reel, the brand teases a clip from the campaign film featuring a three-way split screen and the Lingot Small in the shade Ivory.

The screen evolves from a splitscreen to a three-way horizontal split and viewers are treated to three different vantage points of the Lingot Small in motion as Ms. Penn checks her phone and strides forward during a bright summer day.



[View this post on Instagram](#)

A post shared by Delvaux (@delvaux)

An Instagram reel featuring a scene from Delvaux's "Lingot Small" campaign film

The clip begins with the brand name displayed via text before flashing an image of Ms. Penn surveying the historic streets of Brussels, with a Belgian flag blowing in the wind behind her.

The campaign film progresses with dreamy, jubilant music and the scenes unfold with intentionally split framing. Ms. Penn walks in a chic brown turtleneck dress with a Lingot Small in the Pollen on her shoulder.

The scene continues in two distinct horizontal sections, with the first rectangular panel showing Ms. Penn staring brazenly at the camera. The second panel frames her yellow handbag.

Delvaux's "Lingot Small" campaign film

The emphasis on Ms. Penn removing her full-sized iPhone from her handbag may be strategic. Delvaux may have wanted to portray to its audience that despite the Lingot Small being labeled as miniature, it is large enough to fit the essentials and thus appropriate for everyday wear.

In another scene where Ms. Penn swaps outfits and opts for a black suit with angular lapels, she also swaps bags and carries the Lingot Small in Hibiscus. In a medley of scenes, Ms. Penn is seen in yellow, pink and white variations of the Lingot Small with different beautiful destinations in Belgium as her backdrop.

The film ends in a circular manner with Ms. Penn strolling past her starting point, passing a historic storied building in Brussels, with her original Lingot Small in Pollen in hand.

Leather is booming

The apparel and leather goods global market is expected to catapult from \$870.37 billion in 2021 to \$961.96 billion in 2022 at a compound annual growth rate (CAGR) of 10.5 percent, citing a recent Research and Markets [report](#).

Major companies in the apparel and leather products market including Christian Dior, Kering, and Tapestry Inc and Delvaux are making bids to expand their offerings and follow the trend of the market.

Growing demand for online shopping is expected to boost the apparel and leather products market. Manufacturers can now sell their products on unprecedentedly large platforms, which will increase their customer base geographically and broaden sales.

The advantages of selling apparel worldwide through e-commerce advertising are palpable ([see story](#)). This may point to the increased focus on advertising through Instagram and Instagram Reels for major luxury brands.

Beyond ramping up digital marketing for new products, the Richemont-owned Belgian leather goods house Delvaux also recently opened a brand new boutique in Dubai ([see story](#)). To note the opening of the first Delvaux boutique in

the region, the brand launched a celebratory campaign film unveiling the history of the leather goods maker starring Iranian model and house ambassador Farnoush Hamidian.

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