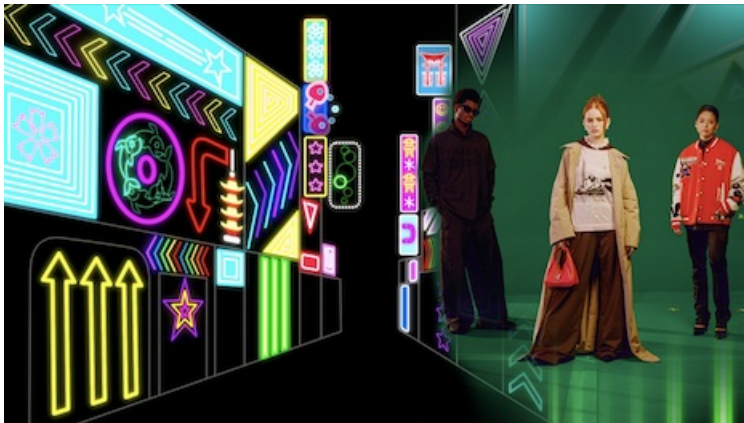


APPAREL AND ACCESSORIES

Givenchy, Disney celebrate Lunar New Year with new capsule

December 15, 2022



Givenchy's collaboration with Disney centers around Oswald, the Lucky Rabbit, in light of the Lunar New Year. Image credit: Givenchy

By LUXURY DAILY NEWS SERVICE

French luxury fashion label Givenchy is teaming up with the Walt Disney Company on a capsule collection, in celebration of the Lunar New Year and Disney's 100th anniversary.

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The "Disney x Givenchy: Oswald" collection and an accompanying film are both internationally minded, with locations like Paris, Shanghai and New York among other places serving as sources of inspiration for the creative effort. A formerly-shelved rabbit character from Disney's vault is reintroduced and placed center stage, in light of Chinese zodiac tradition and 2023's role as the Year of the Rabbit.

"Oswald is an iconic character, a precursor in the Disney canon who is beloved for his spunk, feistiness, and loyalty," said Matthew M. Williams, creative director of Givenchy, in a statement.

"His personality is unique, and it not only speaks to me as a Disney fan, it also happens to fit perfectly with the spirit of Givenchy," he said. "Disney is a big part of the world's cultural fabric.

"[It is] a big part of everyone's life as a child and continues to be as an adult."

Lucky rabbit feature

The collection and film are both focused on travel and the adventurous spirit of both companies, taking content viewers and collection wearers on a tour around the globe.

In the short film from San Diego-based photographer and art director Julian Klinecicz, Oswald takes viewers on an international journey beginning in Los Angeles at the El Capitan Theatre and ending at the House of Givenchy.

Throughout the piece, which features both animated characters and live celebrities, Amber Liu, Alton Mason and Madelaine Petsch all make appearances wearing pieces from the new collection.

"I grew up watching and loving Disney films and I think the overall themes of optimism and playfulness found in all the stories and characters is something I adopted at a young age," said Ms. Petsch, actress and Givenchy partner, in a statement.

"The house is a true trailblazer in fashion and has always taken risks," she said. "They're not afraid to color outside the lines and it shows through in each of their collections.

"Matthew M. Williams is so innovative and fresh."

Throughout the colorful video, collection items featured range from jean jackets with Givenchy labels to loungewear displaying the Magic Kingdom castle emblem.

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Varsity jackets, tennis shoes, black tie-dye shirts, Messenger bags, Givenchy T-shirts, earbud pieces and tracksuits are also on view.

Oswald holds the title of Walt Disney's first-ever animated character, being just as lively and witty as the newer character of Mickey Mouse. Givenchy's short is the first to feature the former Disney star in about 95 years nearly a century.

His most famous short, "The Ocean Hop" was shown during the same year that Charles Lindbergh made the first solo flight across the Atlantic, in 1927. He flew from New York City to Paris, France both cities that are heavily highlighted in the new film for the collaboration.

Many of the clothing items exhibit words like "lucky," as well as the names of the regions shown throughout the film, in addition to Oswald himself. Pricing for the pieces ranges between \$255 and \$5,690.

One way for consumers to participate in the collection's release is to use the "Oswald Sky Painter" AR camera on Snapchat, which gives fans the ability to paint the sky and cover it with stamps from cities featured throughout the campaign clip.

A branded campaign video celebrates the launch of the new capsule

Otherwise, "Disney x Givenchy: Oswald" will land at an assortment of pop-up stores worldwide on Dec. 16. Locations in China, Tokyo and Singapore will carry the collection an additional pop-up will be positioned stateside in Miami, open starting Dec. 19.

On Dec. 30, fans of the collection can head to the Givenchy site, where the capsule will be available for purchase globally.

"I think holding on to a sense of magic and wonder is essential for anyone who has a creative vision and a rich

inner life," Givenchy's Mr. Williams said.

"Disney always offers powerful messages about love, honor and believing in yourself."

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