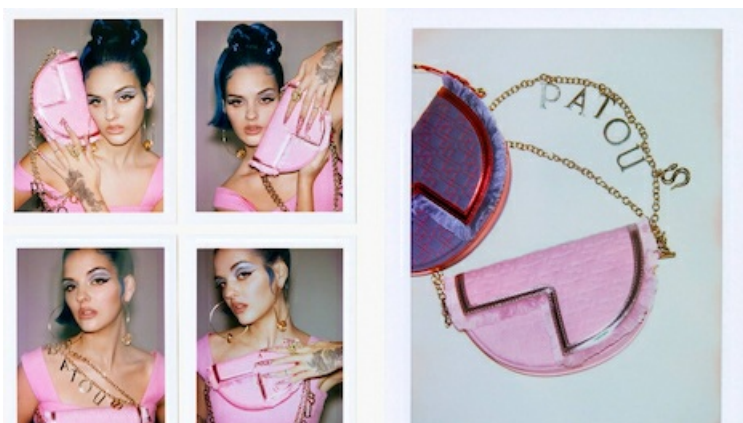


APPAREL AND ACCESSORIES

Patou, artist Sita Abellan release limited-edition handbag collection

March 15, 2023



Spanish-born DJ and stylist Sita Abellan has previously created and curated for brands such as Fendi and Guess. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned luxury label **Patou** continues its arch of reinvention with a new limited-edition collaboration from one of the most distinctive artists on the contemporary scene.

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DJ, designer and stylist Sita Abellan has designed two versions of the brand's "La Petit Patou" bag reminiscent of her aesthetic, which has been described as a mix of gothic, dominatrix and Club Kid from the 1990s.

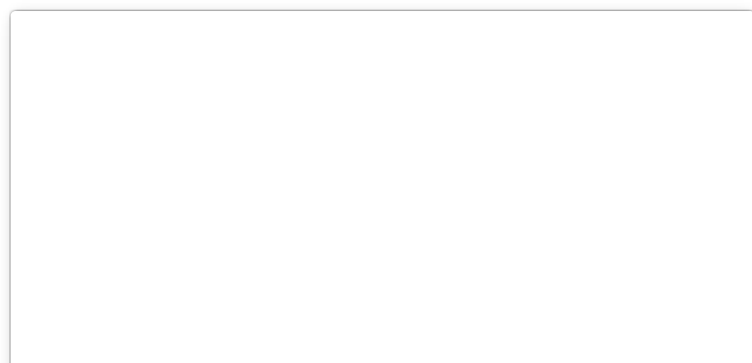
These designs were created under creative director Guillaume Henry, who was tapped to resurrect the previously inactive label in 2018.

Spinning new threads

Once considered a rival to Chanel, the Jean Patou brand was founded by its Parisian-born namesake in 1914, with a mission to free the 20th-century female from her formerly constrictive garments.

The house would be helmed by luminaries such as Karl Lagerfeld, and saw debuts by Jean Paul Gaultier and Christian LaCroix before ceasing its activity.

In 2018, LVMH acquired the name of Mr. Patou's perfume Joy, once the most expensive scent in the world, and released a scent of the same name for Dior.



[View this post on Instagram](#)

A post shared by PATOU (@patou)

That same year, LVMH renamed the brand by dropping the founder's first name, [\(see story\)](#) hired Mr. Henry formerly of Nina Ricci and Carven as creative director [\(see story\)](#), and later appointed Sophie Brocard as CEO [\(see story\)](#).

Spanish-born Ms. Abellán was discovered online by global pop superstar Rihanna, for whom she later styled and modeled. Ms. Abellán has previously designed bags for Fendi and curated campaigns for Guess. Her pair of moon-shaped Le Petit Patou bags come in a choice of pink and a blue-purple-red combination, respectively, made of recycled cotton as well as metallic leather upcycled from deadstock.

In 2021, LVMH debuted Nona Source, the first platform to reuse deadstock materials from its apparel and leather goods maisons, and earlier this year named four up-and-coming designers as the platform's ambassadors [\(see story\)](#).

Ms. Abellán's upcycled leather bags like all of those put out by Patou were made in Ubrique, Spain.

Other features of the bag include a long fringe, a removable snake strap and various lettered charms.

The limited-edition bags are available on Patou's [site](#) for \$990, as well as at online retailer Farfetch and Browns Fashion.

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