

APPAREL AND ACCESSORIES

Celine restores retro EV for campaign set in Saint-Tropez

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The branded vehicle, a refurbished version of French starlet Brigitte Bardot's car, is driven down the same locale that inspired its latest collection in a new video. Image credit: Celine

By LUXURY DAILY NEWS SERVICE

French fashion house **Celine** is showing off a bespoke creation.

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The luxury label has customized a mini **Moke** car, featuring the one-of-a-kind electric drive in a Saint-Tropez-inspired women's spring/summer 2023 campaign. The refurbished convertible embodies the free-spirited locale behind the collection, the longtime home of creative director Hedi Slimane.

Vying for vintage

Though not available for sale, the one-off has a starring role in Celine's latest delivery the Moke model was famously driven by the likes of French starlet Brigitte Bardot in the same beach town as the effort is set.

Celine presents a Saint-Tropez-inspired women's spring/summer 2023 campaign

Campaign visuals showcase the breezy lifestyle of Saint-Tropez, a town that has remained a favored destination for public figures for decades.

The fleet from which the model hails was originally made for military use, but since the 1960s, has pivoted into mainstream use. With Ms. Bardot's later embrace of the vehicle, the car evokes stardom, status and classic cinema.

Throughout, Celine's khaki green vehicle is peppered with its gold, shimmering Triomphe logo. The car also features a wooden steering wheel, a brown leather interior, a canvas soft top roof, refurbished exterior wheels, and in true Riviera fashion, wicker seats and a spare tire case.

LA COLLECTION DE SAINT-TROPEZ

CELINE PRINTEMPS-ET 2023

SAINT-TROPEZ AND HEDI SLIMANE'S FRENCH RIVIERA CYCLE.

MOKE INTERNATIONAL
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CELINE (@celineofficial) [April 28, 2023](#)

Other luxury brands such as Prada's Miu Miu ([see story](#)) have capitalized on Saint-Tropez culture through high-fashion openings and exclusive sports clubs.

Mr. Slimane has been bringing this Riviera perspective to Celine since his 2018 appointment ([see story](#)), making it an intrinsic part of the brand's imagery and identity under his influence.

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