

RETAIL

Loewe launches first ReCraft concept shop in Osaka

May 10, 2023



A dedicated store specializing in the repair and maintenance of the brand's leather goods is now open. Image courtesy of Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe** is establishing infrastructure to extend the life cycle of its pre-owned products.

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The first standalone space specializing in the repair and maintenance of Loewe leather goods is now live. Centering principles that have guided the house since 1846, the circular investment furthers a lasting commitment to the advancement of craftsmanship.

Loewe ReCraft launches

Fifty years have passed since Loewe initially arrived in Japan the half-century milestone proved meaningful enough to grace Hankyu Umeda, Osaka with the new retail concept.

Opened April 12, Loewe ReCraft is positioned as a one-stop shop for all refurbishment needs.

LOEWE ReCraft is now open the first LOEWE store to specialise in repairing and maintaining LOEWE leather items.

LOEWE ReCraft Hankyu Umeda 8F

8-7 Kakuda-cho, Kita-ku, Osaka 530-8350 [#LOEWE](#) pic.twitter.com/lsE4SKosb8

LOEWE (@LoeweOfficial) [April 15, 2023](#)

Upon bringing in old Loewe styles, clients can take advantage of a range of treatments including cleanings and repairs. Supporting the process is a full-time leather artisan, situated on-site during operating hours, from 10 a.m. - 8 p.m. local time.

The project intends to breathe fresh life into long-cherished possessions, according to the brand. Loewe ReCraft prioritizes longevity, an ongoing area of focus for the brand.

Earth-toned surfaces mark the boutique's interiors.



Image courtesy of Loewe

Inside, floor panels come together through the use of recycled wood and natural limestone slabs featuring fossilized detailing comprise countertops.

Hand-glazed Spanish ceramic tiles fill the walls in a shiny, deep green shade.

Whereas one facet of Loewe ReCraft deals directly with improving worn wear, another sees the Osaka-based retailer doubling as a personalization hub, wherein monogramming, straps, charms or studs are all offered.



Image courtesy of Loewe

Loewe ReCraft has also opted to stock a sizable range of woven leather baskets and pockets. The repurposed items are made from the surplus materials of previous collections.

In an added element of exclusivity, a limited assortment of iterative basket bags is available in-store. Designs integrate leather patches and straps, finding new uses for leftover fine leather.



Image courtesy of Loewe

Last but not least, a round of digital content engages a special group of clients, some of whom hail from families that have managed to maintain multigenerational connections with the brand over the years.

Herein, interviews with this cohort drive the crucial role that both community and craftsmanship have played in

forming the company's ethos ([see story](#)).

LOEWE RE-CRAFT



Image courtesy of Loewe

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