

APPAREL AND ACCESSORIES

Loro Piana odes relaxed summer luxury with Resort 2023 capsule

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Inspired by the laid-back elegance of the season, the latest drop plays into the viral "quiet luxury" factor the maison has come to be synonymous with. Image credit: Loro Piana

By EMILY IRIS DEGN

Italian cashmere brand **Loro Piana** is out with its latest collection.

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The drop involves eclectic prints, airy fabrics and laid-back silhouettes. Inspired by composed elegance and summer's carefree nature, Loro Piana Resort 2023 plays into the effortless "quiet luxury" factor by which many have come to know and define the brand.

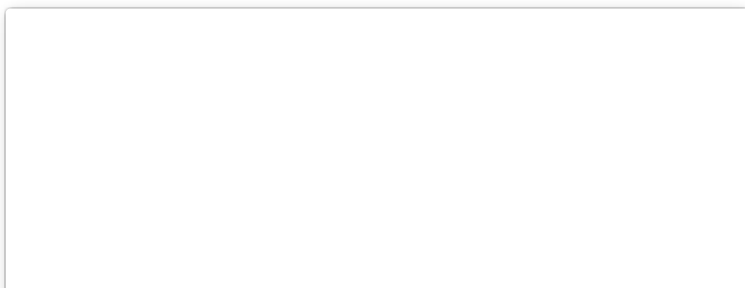
Betting on the understated

Thanks to pop culture and television series like HBO's *Succession*, "stealth wealth" or "quiet luxury" is the latest luxury craze ([see story](#)), both phrases Loro Piana has become synonymous with on social media.

The brand, featured in the aforementioned series, was donned by the most affluent of characters the main figure famously wears a Loro Piana baseball cap religiously throughout the many seasons.

Due to this starring role, the already popular brand has entered a heightened level of status, gaining traction with the show's younger audiences, a somewhat new consumer base for the heritage label that is quickly growing.

Thanks to a shared value of sustainability and ultra-luxe service, this growth began before TikTok and other social media channels fixated on its popularity among wealthy circles. However, going viral certainly affirmed this recent boost.



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A post shared by Loro Piana (@loropiana)

Loro Piana's Resort 2023 falls right into these aesthetics of understated luxury, avoiding excessive logos or obvious branding a telltale sign of "quiet luxury," a look that takes on the attitude of "if you know, you know."

Those in the luxury world do not need a logo motif for them to identify luxury pieces, as it is reasoned that they wear these high-fashion labels often enough to spot them from afar or without signaling.

The capsule, arriving at summer's cusp, offers a vacation-ready lineup of pieces within this category.

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Available online and in select boutiques, the clothing ranges from blue linen men's shirts to head-to-toe floral layered looks for women.

Cool-toned swimsuits, reimagined bag shapes, straw hats, Bermuda shorts and cold-weather pieces reshaped for summer also contribute to the collection's offerings, wearability at the center thanks to the lightweight fabrics and loose fits.

Through the accompanying imagery and this use of comfortable materials, it is made clear that this capsule is built

with beach days in mind.

The colors are all earthen, including oceanic blues, olive green, sandy shades, mustard yellow and sea anemone pink. Largely marine in nature, these hues further evoke seaside escapes, paradisiacal getaways and Mediterranean vacations along Loro Piana's home country's coast.

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A campaign clip posted on Loro Piana's social media channels depicts a handful of young people wearing the clothing, driving through a wood-blanketed area in a top-down, orange vehicle. Sunlight glistens on the white sand of the road, and upon arrival, the passengers all climb out of the car in a relaxed manner, some of whom are holding woven baskets fit for a picnic.

With a heavy dose of savoir-faire, durability and wanderlust, the collection speaks directly to Loro Piana's growing segment of young consumers, while simultaneously encapsulating summer's easy-living and breezy days for all.

Seasonal feels

The senses are paid their due, per the Resort 2023 capsule.

Using high-quality fabrics and combinations of natural materials such as silk and linen, Loro Piana creates mosaics of textures and feel. The effect achieves organic beauty, mimicking the varied shapes in nature, a famed muse of the luxury label ([see story](#)).

Last year, Loro Piana's fall/winter 2022 collection leaned just as much on this effect, highlighting outdoor moments.

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In a cerebral campaign that brought together heritage, seasonality and sensorial visuals of the coast, the brand brought forward its winter wares ([see story](#)).

Like this latest drop, durability was showcased, positioning the looks as fitting for any romp, whether it be walking along the windswept beach or collecting cliffside ferns.

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