

ARTS AND ENTERTAINMENT

Luxury legacies celebrate 100 years of Disney

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From creating real-life Cinderella slippers to paying homage to "The Rescuers Down Under," affluent brands are bringing their crafts to the centennial observance. Image credit: Swarovski

By EMILY IRIS DEGN

The Walt Disney Company will be a century old on Oct. 16, 2023.

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Ahead of this observance, many luxury brands are joining forces with the beloved entertainment behemoth, crafting one-of-a-kind releases and offering exclusive experiences for fans. Collaborators span fashion, jewelry and retail, from Austrian crystal and jewelry designer Swarovski to French couture label Schiaparelli to beyond.

Upper crust and pixie dust

Ring in 100 years of making magic on the silver screen and throughout the industry, Disney continues to roll out partnerships and resulting products with the market's most affluent names.

The list of participating companies is lengthy, but among them is Schiaparelli.



The anti-poaching film set in the Land Down Under has sustainability themes, which found their way into other luxury participants' 100-year drops. Image credit: Schiaparelli

The artisan brand crafted a precious piece, made with signature sparkling gold and studded with Swarovski crystals. The wearable sculptural necklace pays homage to the 1990 film, *The Rescuers Down Under*, Disney's 29th animated feature film.

"The Boy and the Bird," as the jewelry item is called, depicts the flight of Cody, the protagonist, on the back of a giant golden eagle who he is trying to save from poachers.

The tenderness between the duo is captured in gleaming materials, as the little boy clings to the neck of the winged creature, just as the necklace adorns the wearer.

This offering joins other works of art in supporting Make-A-Wish, a foundation aiding children with critical illnesses. Disney announced a \$1 million donation at the start of the Create 100 event, which included figures from across luxury such as famed French fashion designer Christian Louboutin, Italian global creative director for Swarovski Giovanna Engelbert and Virgil Abloh ([see story](#)).



The relationship between children and nature is a grounding topic of the film that Schiaparelli celebrates in gold. Image credit: Schiaparelli

Swarovski has specifically contributed not only support but an iridescent slipper.

Ms. Engelbert brought Cinderella's glass shoes to life. The Aurora Borealis crystal footwear is a replica of Disney's 2015 movie, which retold the classic tale in a live-action version.

"What inspired me to recreate Cinderella's iconic crystal slipper for Disney100 is the name of the charity and the idea of a wish," said Ms. Engelbert, in a statement.

"And of course, the slipper is the most famous shoe in the world," she said. "It is transformative and full of magic, so it was the perfect way to unite the world of Swarovski with the world of Disney."

The brand will launch a Disney100 x Swarovski jewelry and home decoration collection later in 2023, featuring Mickey Mouse, Donald Duck and Minnie Mouse to continue the celebrations.

Ms. Engelbert on remaking Cinderella's iconic glass slipper

Indian designer Sabyasachi Mukherjee, the man behind the eponymous luxury brand, is also applauding a century of the California-based company.

Picked to represent India, Mr. Mukherjee is making a special piece that embodies his relationship with Disney. Once unveiled in September 2023, the item will go on display with the aforementioned additions to the Make-A-Wish push.

"I grew up with the beloved character Mickey Mouse," said Mr. Mukherjee, in a statement.

"There weren't endless streams of entertainment back then, but Disney was always around," he said. "I think the fantastical worlds created by Disney shaped my imagination and made me the designer I am today.

"It's my absolute honor and privilege to represent India and be a part of Create 100."



The French maison is presenting a one-of-one Recicla t-shirt made from repurposed garments. Image credit: Disney/Maison Margiela

Parisian fashion brand Margiela joins the diverse array of high-end artisanry sending out odes to the historic name in entertainment.

Bringing a sustainability lens to the table, the maison is presenting a one-of-one Recicla t-shirt made from deconstructed and repurposed garments. The circular method challenges traditional ideas of luxury fashion, all while including an illustration of Mickey Mouse himself; the drawing was first found in Los Angeles in the 1980s, the same decade of the brand's founding.

The shirt will be auctioned off to support Make-A-Wish.

British department store Selfridges adds in-person activities to the bevy of exclusive products and donations.

Situated within The Corner Shop in the retailer, 100 years of Disney are collectively celebrated through beauty. Charlotte Tilbury who has become the first person to be live sketched by Eric Goldberg, Disney's longest-serving animator is making the feat possible, offering luxury shoppers looks inspired by 10 animated characters, including Moana, Prince Charming and Cinderella.



The luxury retailer is making space for a touchpoint dedicated to Disney. Image credit: Selfridges

The London location is also hosting games, on-theme prize drawings, Disney sketch artist interactions and classes until Sept. 2, 2023.

Early bird special collections

Many luxury brands got a head start on the 100-year celebration.

In the first few months of 2023, Australian shopping mall owner Westfield announced a year-long partnership with the company, inviting guests to participate in experiences across New Zealand and its home country.

From Disney Store pop-ups to installations to holiday raffles, the company continues to uplift the centennial.

Fashion designer Karl Lagerfeld's namesake brand was inspired by Paris in its own nod to the company, launching a capsule collection in February. Blues, reds and yellows united both parties, capturing the playfulness of Disney.



Though many luxury brands are infusing references to Disney films and nature in their products, Karl Lagerfeld's main source of inspiration is said to come from Paris. Image credit: Karl Lagerfeld

Both parties' logos are found on each creation, from Donald Duck-dotted jean jackets to black leather backpacks.

Getting an even bigger lead on the festivities, French luxury fashion label Givenchy brought forth whimsical visions at the end of 2022, putting the focus on the rabbit character that started it all ([see story](#)). The same year, Tapestry-owned fashion house Stuart Weitzman dropped a limited-edition selection of footwear with Disney ([see story](#)).

As the hype from summer Blockbusters such as *Barbie* dies down and the year's end rushes forward, perhaps even more big names in the sector will surprise and delight with celebratory collections. With the luxury favorite's ([see story](#)) actual birthday coming up, autumn's arrival could surely spell a renewal of Disney enthusiasm among affluent labels.

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