

APPAREL AND ACCESSORIES

Delvaux redesigns Cool Box handbag for spring

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Originally released in 2018, the Cool Box now has a fresh coat of paint for the coming spring season. Image credit: Delvaux

By ZACH JAMES

Richemont-owned Belgian leather goods house Delvaux is updating one of its iconic product lines.

Providing alternatives for consumers craving something new, the Cool Box handbag now has a new silhouette and a more straight-edged look for spring. A campaign entitled Outside the Box shows off the refreshed, minimalistic appearance and bold colors.

"There are a number of luxury brands that we all know, and they are iconic houses; however, there are brands that are truly for those that embrace those that are trailblazers," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Delvaux is not only a luxury leather house, it is a fine luxury leather house that was founded back in 1829, and is the oldest one; they are steeped in tradition, the epitome of quality and are the official supplier of the Belgian royal family," Ms. Smith said. "This campaign is reaching out to those that know this quality and know that regardless of their style, this can be worn effortlessly - thus the greyscale which allows the bags to be the star of the look and everything else in the campaign fades away.

"Those who are a fan of the Cool Box can enjoy the new hues as well as enjoy that the trio of sizes allows them to find their perfect fit."

Ms. Smith is not affiliated with Delvaux, but agreed to comment as an industry expert.

Spring special

Originally released in 2018, the Cool Box now has a fresh coat of paint.

Publicly unveiled in posts on Delvaux's social media channels, the redesign sports a more square silhouette. The style brings the piece closer in appearance to the Belgian ice boxes that it is historically inspired by.



Bold colors highlight the newly refreshed line. Image credit: Delvaux

Now forged from soft, Taurillon leather, the accessory still retains a few of its hallmarks.

For example, the emblematic metal Delvaux “D” logo continues to hold the adjustable shoulder strap in place. Sizing also remains the same, coming in the classic nano, mini and MM options.

A series of new shades have launched alongside the refresh as well, including Orchid, Sesam, Yuzu, Sirocco and Outremer, a blue hue.

While the minimalist design offers versatility, the striking colors assert the handbag’s identity as a statement piece.



The bag can be carried on one’s shoulder or by hand. Image credit: Delvaux

“There is such an understated elegance that merges with bold hardware,” Ms Smith said.

“There is a certain feeling when you see these bags out and about.”

The collection is available now [online](#) and in-store. Price is contingent on sizing, ranging from \$2,950 to \$4,000.

Minimalist looks

Although the “quiet luxury” trend is losing steam, minimalism maintains its grip.

Brands like French fashion house Balenciaga ([see story](#)) and Spanish fashion label Loewe ([see story](#)) have utilized the style in their recent advertising. Delvaux joins its prestige peers with the Outside the Box campaign.

Delvaux presents Outside the Box

Over multiple short films released for the effort, visuals show a model in a grey room.

Colors are muted from floor to ceiling. The talent’s outfit reflects the palette.

A Cool Box handbag breaks up this softness, offering a striking, vibrant pop.

Otherworldly music plays as the model unzips, grips and looks inside of the product. At other points, the purse appears to float above the ground, matching the tone of the ethereal score.

The set seems to rotate at times, causing the woman and the accessory to gracefully slide from wall to floor to ceiling.

Delvaux grants a closer look at the refresh

“Luxury brands even those that may be known for their iconic fabrication, logos, etc. offer collections or components that allow them to be seen as quiet luxury,” said Ms. Smith.

“It’s important to have a bit of something for everyone and it’s always nice to keep others guessing on how a house can still showcase itself in an obvious way as well as in a subtle way,” she said. “Minimalist design can be very dynamic and it allows people to build their closets with core essentials and components that still embody the quality and feel that they have come to know.

“The Cool Box’ is an example of that and, with its increased colors, it keeps its customers and those who covet it guessing on what the next iteration will be.”