

APPAREL AND ACCESSORIES

# Shanghai to host first major Loewe exhibition

February 20, 2024



Free and open to the public, the event will include creations that bring to life Loewe's heritage and modern standing in the industry. Image credit: Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe** is soon to reveal an artistic endeavor this spring.

The house is rolling out its first major public exhibition from March 22 to May 5, 2024. At "Crafted World," guests will discover displays showcasing Loewe's history and artisan identity at the Shanghai Exhibition Center in China before traveling globally.

## Fashion feat

Free and open to the public, "Crafted World" will include creations that bring to life Loewe's heritage and modern standing in the industry.

Leather items, artwork, apparel, runway footage and accessories will offer a fashion-forward narrative concerning the label's Spanish roots, devotion to the handmade and journey to the present. The 17,000-square-foot space will cover 178 years of innovation and design, from the maison's start as a collective in Madrid to its high-status standing in today's market.



The free exhibition will include video and tactile displays. Image credit: Loewe

Points on the brand's timeline set to be explored include its appointment as the official supplier to the Spanish Royal Crown, LVMH acquiring it, the establishment of the Loewe Foundation and, among other things, the opening of its first store in China.

Cultural collaborations will likewise be part of the Shanghai slot. The work of Indian ribbon-makers, South African basket-makers, Chinese bamboo weavers and Ecuadorian tapestry artists will be arranged so that guests can engage with it up close.

The lineup was curated by creative director Jonathan Anderson, and his time with Loewe will also be detailed in the above-mentioned chronological displays.

The talent has focused on craftsmanship before in his presentations ([see story](#)), making this interactive exhibition an extension of his artistic perspective and standing traditions. The label itself has also emphasized this part of its business in boutique openings, aptly, in Asia ([see story](#)).

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.