

RETAIL

# Neiman Marcus, Loewe unveil exclusive capsule

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*The capsule homages traditional Loewe codes. Image courtesy of Neiman Marcus/Owen Kolasinski*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Neiman Marcus and Spanish fashion label **Loewe** are coming together to debut a special collection.

Celebrating Loewe creative director Jonathan Anderson's recognition for "Creative Impact in the Field of Fashion" at the 2023 Neiman Marcus Awards, the duo is unveiling an exclusive capsule of ready-to-wear items. Alongside the apparel and accessories, in-store installations have been erected at the NorthPark Dallas and Beverly Hills Neiman Marcus stores.

"The Neiman Marcus Awards connect creative visionaries from around the world with our luxury customers in a truly remarkable way," said Ryan Ross, president of **Neiman Marcus** and head of customer insights at Neiman Marcus Group, in a statement.

"For over a decade, Jonathan Anderson has revitalized Loewe, bringing great commercial success to the house and establishing himself as one of the most powerful names in luxury fashion today," Mr. Ross said. "We are proud to partner with Loewe through our Awards platform to bring customers this extraordinary collection and exclusive experiences."

## Homaging history

Spanning 19 items, the capsule pays tribute to the maison's archives and traditional codes. Suede trench coats, leather trousers, polo dresses, baggy jeans and more characterize the drop.

Extending the partnership, the collection has taken over Neiman Marcus' website.



*A launch event for top customers was held at the Dallas store on March 27. Image courtesy of Neiman Marcus/Robie Robinson*

"The Neiman Marcus Award's celebration of my tenure at Loewe was really the genesis of this collection," said Mr. Anderson, in a statement.

"It's an amalgamation of the different textures and eras of my runway collections for the house, exploring the archive and reimagining key pieces for today," he said. "The capsule plays on the idea of individual characters, each connected by a common thread, something that lies at the core of Loewe's prismatic identity as a brand."

Released this week, the selection is available at the aforementioned Dallas and Beverly Hills locations, as well as its San Francisco, Chicago and Coral Gables, Florida, stores and [online](#).

Other retailers have been getting in on collaborative actions this year, with British fashion label Burberry launching a takeover of British department store Harrods last month ([see story](#)).

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