

APPAREL AND ACCESSORIES

Loewe circles back with Kyoto-based ceramic studio Suna Fujita

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Mr. Fujita's whimsical world leaves its mark on Loewe's signature styles. Image credit: Loewe

By KIRAN GILL

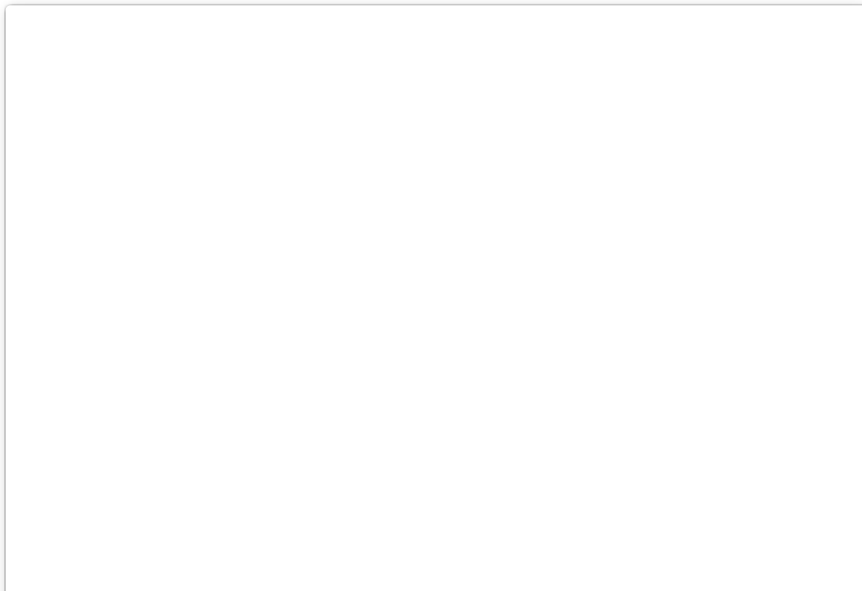
Spanish fashion brand Loewe is embracing the holidays with fanciful animal creatures.

Loewe's sophomore collection with Kyoto-based artist and ceramist Suna Fujita mixes whimsical motifs with the animal world for a collection that spans ready-to-wear and accessories to gift wrap and wallpapers. The fashion house commemorated the collection with a festive window display at its flagship location in Madrid.

Animal kingdom

Illustrations of hamsters, bunnies, whales and squids adorn the new collection. The Flamenco bag features a bunny and garden pattern while the Puzzle bag is embellished with a whale. To round out the handbag assortment, the brand released a limited-edition bag in the shape of a submarine with leather marquetry details and a detachable donut chain strap.

The brand also created a series of digital wallpapers and special edition holiday packaging available with all in-store and online purchases.



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The drop also includes video assets directed by Joseph Wallace in which Mr. Fujita's designs are reimagined as hand-carved wooden automata.

Casa Madrid

For the holiday season, the brand decorated its flagship store in Madrid with the deep-sea characters created by Mr. Fujita. The facade of the building is adorned with lights and three-dimensional animals.

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The window displays replicate sea waves and customers can see both product and ocean creatures peppered through the windows.

Earlier this month Louis Vuitton unveiled its holiday light show at its temporary New York City flagship on the corner of Fifth Avenue and 57th Street ([see story](#)). At the end of November, Saks revealed its holiday window display with lights and garlands ([see story](#)).

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