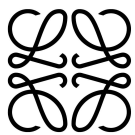




# LOEWE



Luxury Brand Portfolio  
Grace Nunekpeku  
May 22, 2023



## Inception of Loewe

LOEWE is a Spanish Luxury brand that was founded in 1846 in Spain and was once known for making leather goods for the Spanish royalty. The house was originally established by a group of Spanish craftsmen in Madrid as a leather making collective. It was not until 1876 that Enrique Loewe Roessberg arrived from Germany and took control of the house and consolidated the operation in a unified manner.



Enrique Loewe Roessberg



# History

LOEWE 



- 1846 - Loewe was founded in Madrid by a group of Spanish leather craftsmen.
- 1876 - German craftsman, Enrique Loewe y Roessberg, joined the group.
- Descendant of the original brand founder Enrique Loewe y Hilton was granted the title of Purveyor to the Royal Court by King Alfonso XIII of Spain.
- 1970's - The house started expanding into perfumes and fashion with the creation of the Loewe anagram logo, which was designed by Spanish painter Vicente Vela. Giorgio Armani and Laura Biagiotti also designed Loewe's womenswear collections.
- 1986- LVMH bought the rights to Loewe's international distribution.
- 1996- LVMH completely acquires the fashion house. In that year Loewe had sales of about \$200 million, among the smallest of LVMH's companies and 10 percent of that total came from their ready to wear collection.

# History



- 1997, Narciso Rodriguez joined the company as new creative director.
- 1998 - Loewe's presents its first runway presentation at LVMH headquarters in the fall/ winter season.
- 2000 - José Enrique Oña Selfa becomes creative director until 2007.
- 2008 Stuart Vevers becomes creative director until 2013. During these years Loewe scaled back on fashion to focus on handbags, leather apparel and a substantial gift business based on leather picture frames and leather boxes.
- Jonathan Anderson became Loewe's creative director.
- 2014 - Jonathan Anderson presents his first ready to wear collections for Loewe.
- 2014 - Loewe's is still based in Spain but its headquarters and design team relocated from Madrid to Place Saint- Sulpice in Paris. It also still produces its leather goods in Barcelona and Getafe, which are near Madrid.



Jonathan Anderson -current creative director of Loewe.

# Timeline of international expansions

As of 2023, Loewe has 150 stores world wide concentrated mainly in Spain and Japan.

The first London shop opened in 1963, on Mayfair's Mount Street.

Loewe opened a three-story shop at the Trump Tower- its first American store in New York, in 1983 which later closed in 1993.

Today, the company has six stores in the US which are located in Miami's Design District, the Wynn Hotel in Las Vegas and in New York and on Rodeo Drive in Los Angeles.

Loewe opened its first brand's flagship store in Madrid in 2016. It is its largest store in the world.

Loewe eventually outgrew its London store and open Casa Loewe at 41-42 New Bond Street.



# Designer Collabs

Loewe Collaborates with  
Junya Watanabe 2013



## Loewe X Junya Watanabe 2013

Loewe collaborated with Junya Watanabe Comme des Garçons on a Limited Edition Capsule Collection. This partnership celebrates Loewe's Spanish leather (particularly its napa heritage) and Japanese denim as a symbol of Spain's historical relationship with Japan that dates back to 400 years ago, marked by the formal dialogue after Hasekura Tsunenaga set out from Tokyo to Madrid to create a trade agreement with the Spanish royal family.





# Designer Collabs

## Loewe X Studio Ghibli 2022

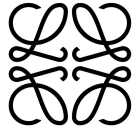
Characters from the animated fantasy film by Japan's Studio Ghibli and director Hayao Miyazaki appear on knitwear, jeans, puffer jackets, blankets, scarves and leather goods.



LOEWE



STUDIO  
GHIBLI



# Retail boom: Loewe in Asia

Loewe has always been a prominent luxury brand but it was not until 2013 that the fashion house got its big break. In that year Loewe made Jonathan Anderson creative director and that's when everything changed. The fashion house started to design versatile collections that defied luxury stereotypes. Their designs became fun, unfussy and full of color.

In 2021, Loewe increased its sales to €456.2 million. This represented a growth of 38% compared to 2020 and 32% compared to 2019.

Anthurium Charm



Balloon sandal in lambskin



55MM Cat Eye Sunglasses



Anthurium dress in semi sheer mesh



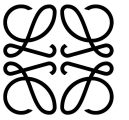


## Key categories of Loewe

- Loewe is minimalist, aesthetic and does artisanal craftsmanship.
- An obsessive focus on craft and unmatched expertise with leather.
- High-quality craftsmanship, and its products are made from luxurious materials.



# The major challenge Loewe faced.

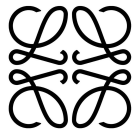


Due to the Covid-19 pandemic, Loewe was unable to hold its planned F/W 2021 women's runway show in Paris. The brand released "A Show in the News," a clear distillation of the content-commerce concept which was contained in a small metal box emblazoned with the brand name and the date of the release, March 5, 2021. Recipients of the box were invited seek after the newspaper, explore the new collection and interact with the brand through objects like the Loewe and "The Affair"-branded bone folder, leather sheath and the soft, logo-stamped leather mat.



## Points of distinction & major successes for the brand.

Loewe is timeless, inimitable, emblematic, fashionable and artful. Loewe's minimalist aesthetic and artisanal craftsmanship have made it one of the most sought-after luxury fashion brands in the world. From its iconic Amazona bag to its avant-garde puzzle bag, Loewe's designs are characterized by a unique blend of understated elegance and innovative design. Whether you're looking for a classic leather handbag or a statement-making accessory, Loewe has something to offer for every fashion-conscious shopper.



# Loewe's Major Scandal

As part of its William De Morgan capsule collection Loewe launched the the William De Morgan capsule collection. After facing serious backlash, the luxury fashion house apologized after the outfit was compared to a concentration camp uniform that was worn by victims of the Holocaust in concentration camps. The outfit that was labeled as "one of the most odious moments in the history of mankind" was pulled of the market and a statement of apology was released by Loewe.





# Loewe's Top Competitors

Brands	Global Rank	Country Rank (United States)	Category Rank (Lifestyle; Fashion and Apparel in the United States)
Loewe	21,871	27606	879
Bottega Veneta	34,517	26,059	838
Celine	21,056	13,127	479
Versace	18,787	8,499	330
Prada	9,692	5,773	251
Hermes	6,852	4,853	215
Gucci	6,202	2,825	128
Dior	5,084	3,069	135

# LOEWE

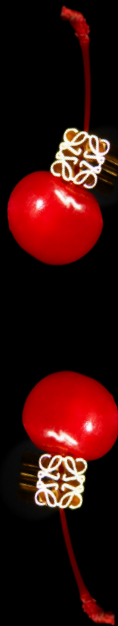
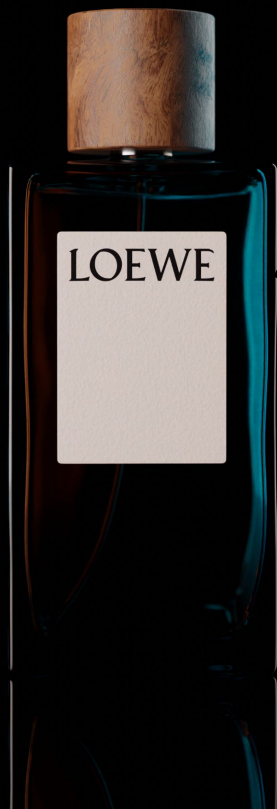


Fall Winter 2020 2021

loewe.com



# Loewe's positioning: Then and Now



Then: Loewe was a leather making workshop in the main district of Lobo Madrid, Spain. In the 1940's the brand debuted their calfskin leather bags and continued on to female attire, perfumes and more.

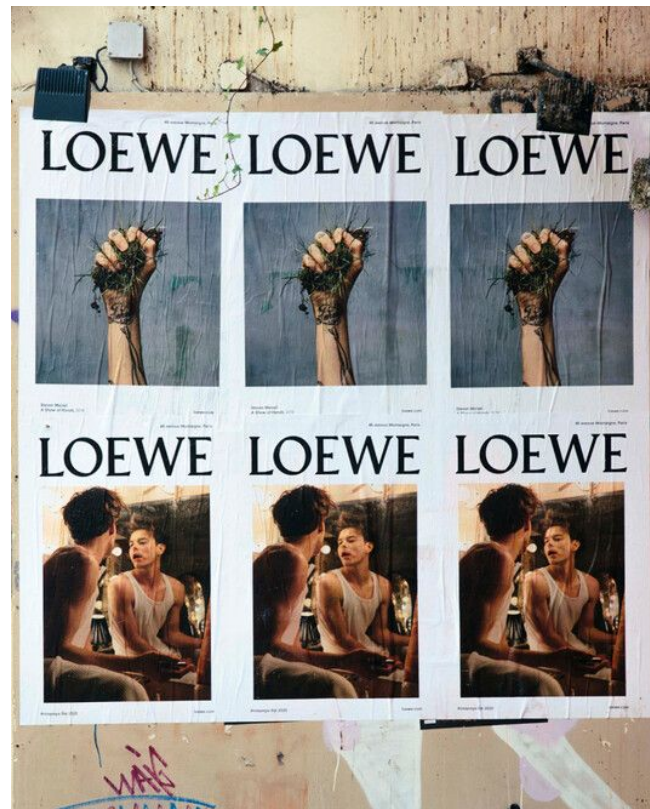
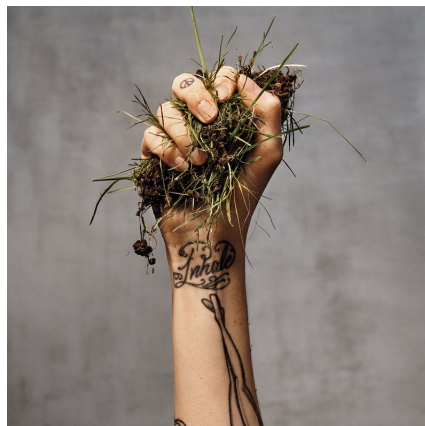
Now: Loewe has seen much success under LVMH and with Jonathan Anderson as its creative director.

Jonathan Anderson rejuvenated the fashion house by giving the identity of the brand a fresh redesign. The house is now known for its critically acclaimed and genre- defining Women's and Men's collections. Not only is Loewe elevated and influential, it is a global cultural force.





# Loewe's Spring Summer 2020 Campaign in Paris



Loewe's Spring Summer 2020 Campaign featuring Stranger Things actor Charlie Heaton. The images marks the latest chapter in the creative collaboration between LOEWE creative director Jonathan Anderson and photographer Steven Meisel.

## The Future of Loewe

With the help of creative director Jonathan Anderson, Loewe has found a niche where others may have missed. Each day that goes by, art becomes more digital making tangible craftsmanship more valuable. Loewe is highlighting this shift with a special competition which intel the craftsmanship of artisans that work with leather and other materials. Founded by the Loewe Foundation, The Loewe Craft is looking for and supporting artisans whose “artistic vision and will to innovate will set a new standards for the future or craft”. This competition hits close to home for Loewe because it takes the brand back to Madrid, circa 1846 with fine craftsmanship being the foundation of the brand. This brings harmony and forms an historic and integral link between the worlds of fashion, art, the past and the future.



Bamboo artists craft LOEWE leather into unique pieces at milan design week 2017



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