



Christian Lacroix

BARCELONA

July 2020

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BRAND

EYEWEAR BRAND

SUN2021 COLLECTION



THE BRAND



THE BRAND

Christian Lacroix

BRAND DNA



UNIQUE



QUIRKY



COLOURFUL



FLAMBOYANT



JOIE DE VIVRE



PATTERN



MIX & MATCH



INSPIRED LUXE

BRAND PRESENCE

Worldwide distribution in 2018

The Christian Lacroix Fashion and Home collections are available worldwide through a network of Christian Lacroix boutiques, department stores, concept stores and specialty stores.

A total of over 5500 points of sales carry the Christian Lacroix brand name from North America, throughout Europe, the Middle East and Asia Pacific.



THE BRAND

Christian Lacroix

BRAND PRESENCE

New collection of
jewellery and watches



THE BRAND

Vintage Jewellery Collection will be
launching in 2020

Throwback to the period of Haut-
Couture fashion shows



THE EYEWEAR BRAND



THE EYEWEAR BRAND

SS20 CAMPAIGN – IMAGE EXPIRES 31 OCTOBER 2020



EYEWEAR PACKAGING

Packaging has been renewed
Zebra theme in stock and
assigned to SUN20 deliveries

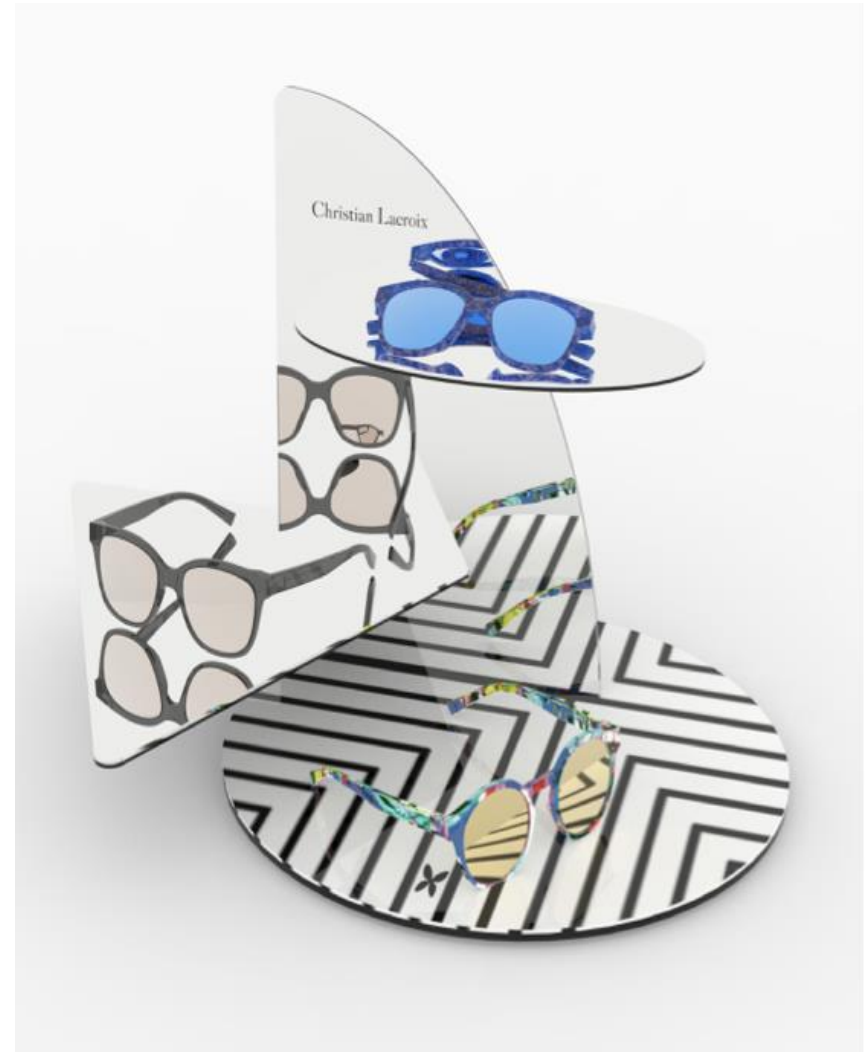


EYEWEAR POS

POS remain powerful

New 3pc display

New logo block



WWD PARIS



Back in Paris
The Christian Lacroix brand returns to women's fashion.
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Change Is In the Air
Stella McCartney reflects on growing environmental awareness.
Page 8 and 9



Ones to Watch
Three labels to keep an eye on during Paris Fashion Week.
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Spring 2020

Mixing It Up

New York designer Telfar Clemens kicked off Paris Fashion Week with a multimedia happening that was appropriately enough, a missing on migration. Not one to do a straight show, he presented a film and musical performance that ended in a dance party. On the runway, his collection set out to rewrite the narrative of American sportswear by deconstructing and reconstructing denim, cargo pants, preppy knits and athleisure. *For more on the show and an interview with the designer, see pages 10 and 11.*

PHOTOGRAPH BY GIOVANNI GUANNONI

EXCLUSIVE Kering Going Carbon Neutral

• The luxury group pledged to become fully carbon neutral across the board and its entire supply chain.

BY LUISA ZARGANI

MILAN — There is no time to waste. Following Gucci's decision earlier this month, parent group Kering will today reveal it is also committing to becoming carbon neutral across the board and throughout its entire supply chain. A pioneer in engaging in sustainable practices, with this latest development the French group is pledging to offset its annual Greenhouse Gas emissions from 2018.

"When it comes to climate change, we can no longer wait to take real action. We all need to step up as businesses"

CONTINUED ON PAGE 4

BEAUTY

Kylie Jenner, Balmain Team At Paris Show

• A capsule collection for Kylie Cosmetics launches Sept. 27 during fashion week.

BY JOELLE DIDERICH WITH CONTRIBUTIONS FROM ALISON COLLINS

Kylie Jenner is about to add a new line to her bulging résumé: Olivier Rousteing has asked the cosmetics entrepreneur to be the artistic director for makeup at his Balmain show during Paris Fashion Week.

To celebrate the event, Kylie Cosmetics and Balmain will launch a capsule collection for sale online on Sept. 27, the day of the show, available exclusively in the United States on Kylie Cosmetics' web site. Jenner will attend a party at the Balmain store on Rue Saint-Honoré on Friday to toast the collaboration, which includes lip color, eye shadow, and accessories incorporating makeup that will be unveiled at the show.

"We really wanted to launch this collection in a big way," said Jenner, in an e-mail interview. "The inspiration really came from Look 26 [the pastel pink couture jumpsuit she wore to the 61st annual Grammy awards] and we went from there."

CONTINUED ON PAGE 6



Christian Lacroix costume jewelry is heavy on gold.

FASHION

Christian Lacroix Brand Charts Return To Women's Fashion

• A rash of collaborations with young labels will cue up an advanced contemporary collection for 2021.

BY MILES SOCHA WITH CONTRIBUTIONS FROM TIANYI ZHANG



Anais Jourden



Heart-shaped Christian Lacroix earrings result in key motif used by the founding couturier.

France to date. Priced to retail from about \$150 to \$550, the demonstrative styles incorporate the cross, heart and coral motifs synonymous with the brand.

"The last three, four years, I've seen a lot of inspiration coming from us, so I think it's a good time to come back," said Nicolas Topil, chief executive officer of Christian Lacroix, which was reduced to a licensing operation in 2009 when the couture house shuttered.

The rash of product collaborations, which kicked off earlier this month with Uooyaa, a Chinese premium streetwear brand, will cue up a bigger step: relaunching women's ready-to-wear for spring 2021 under license.

It is likely to be positioned as an advanced contemporary, a zone of business that didn't exist when the French couturier launched his more affordable range Bazar de Christian Lacroix in 1994.

Topil described SMCIP Group, parent of the Sandro and Maje chains, as a "good benchmark" for its comeback, noting that it didn't exist when the French couturier launched his more affordable range Bazar de Christian Lacroix in 1994.

"Lacroix, baby sew!" That snippet of dialogue, uttered by Jennifer Saunders in "Absolutely Fabulous" when child care opened her luxury lifestyle, is certainly one of the more unforgettable incongruities in the popular culture.

Also incongruous is the fact that the Christian Lacroix brand, while a \$180 million retail business today in home, men's wear and accessories, has been largely absent from women's wear for almost a decade.

That's about to change — and at a moment when the exuberant, Baroque aesthetic of the founding couture keeps trickling on to designer runways and into high-street shops alike.

Paris Fashion Week will see the brand unveil a collaboration with Hong Kong-based designer Anais Jourden, who is also on the official calendar for her namesake spring 2020 collection. The Christian Lacroix x Anais Jourden line will be unveiled in the first dedicated women's showroom for Christian Lacroix during Paris Fashion Week at 21 Avenue George V along with two other new collaborations: high-end activewear with cult L.A. fitness brand Ultracor and handbags with French artisanal firm Maison Bahachon.

Another high-profile apparel collaboration, still under wraps, is to be unveiled on the runway next spring during London Fashion Week, which seems to be getting an "Ab Fab" reunion in the front row.

The Paris showroom, open until Sept. 30, will also display gifts, eyewear, scarves and an expanded array of costume jewelry with partner Red Luxury, sold mostly in

A revival of print in fashion is fueling renewed interest in Lacroix, along with a few key cultural spotlights. A couture wedding dress from Lacroix's final collection was prominently displayed at the "Heavenly Bodies" exhibition at the

Metropolitan Museum's Costume Institute in 2018, meaning about 1.6 million people came face-to-face with the gleaming satin marvel with its gilded headress.

French fashion editor and stylist Carine Roitfeld also chose to parade three Lacroix couture wedding gowns as part of her massive CR Runway fashion show for LuisaViaRoma in Florence last June — and they were among the most shared images. As a result, hundreds of Christian Lacroix fan sites have sprung up online recently, mostly on Instagram, suggesting broad esteem and curiosity about the brand and its founder's flamboyance, according to CAA/CBG.

The branding agency views the Christian Lacroix fashion archive, intact in a warehouse in the Paris suburb, as an untapped resource, and the designer's business legacy as one of daring and innovation, noting his collaboration with French mail-order firm La Redoute back in 2006, and water brand Evian in 2008.

Luxury titan Bernard Arnault, chairman and ceo of LVMH Moët Hennessey Louis Vuitton, famously set up a couture house for Lacroix, who came to prominence designing for Patou, in 1987. Born in Arles, the designer became synonymous with poud skirts, vibrant color and heavy embellishments. Though acclaimed for his fantastical couture, he struggled to build a viable fashion business and the house filed for bankruptcy protection in 2009. It was ultimately acquired by Florida duty-free operators Falk Group.

Lacroix deputy Sacha Wackhoff has served as artistic director since the founder left the house that bears his name to pursue a career designing costumes for the stage. It flourishes still, his latest project being costumes for a new James Gray production of Mozart's "The Marriage of Figaro" making its debut at the Champs-Élysées Theater in Paris Nov. 26.

Jourden lauded Lacroix for the "fun, really playful way he played a lot with fabrications, despite being a couturier...that kind of resonates with how we work as well."

Elements of her Lacroix capsule include embroideries, lace trims, "and we are working with lots of metallic elements and hardware for the first time."

That said, Jourden envisions her designs in a contemporary context, paired with customized Nike Air Force 1 sneakers. "We are also doing something extremely modern and putting this vision into a very different context," she explained in a phone interview from her Hong Kong design studio.

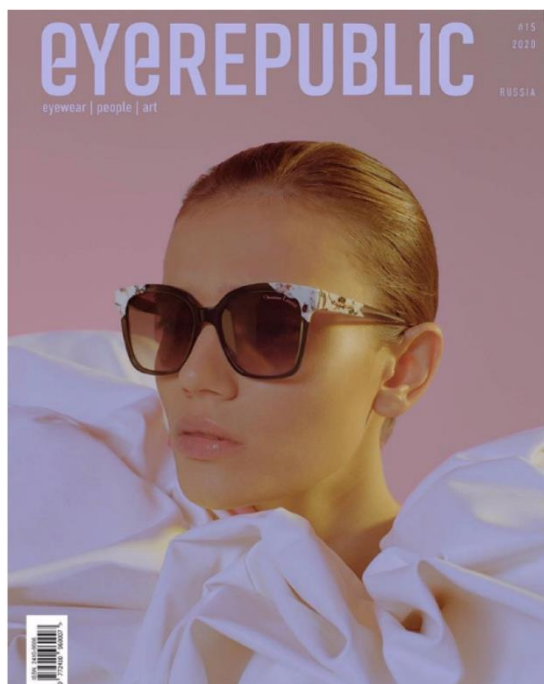
Jourden distributes her collection to about 20 doors, with North America her top market, followed by Hong Kong and Mainland China.

In addition to her Paris runway show on Sept. 29, the designer is participating in Shanghai Fashion Week in October.

THE EYEWEAR BRAND

TRADE PRESS

Christian Lacroix



THE EYEWEAR BRAND

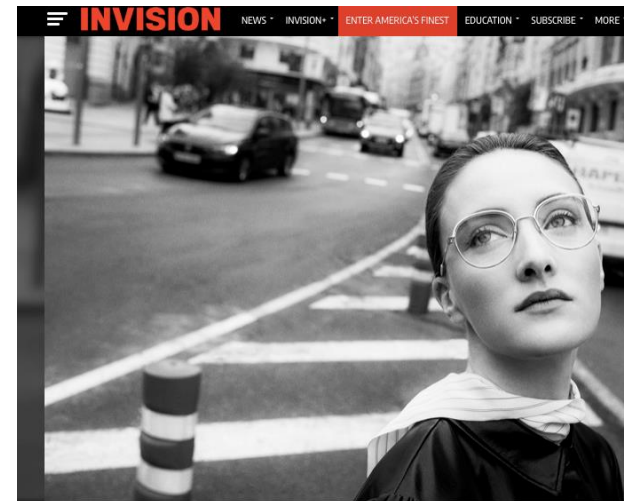
Christian Lacroix

SOCIAL MEDIA



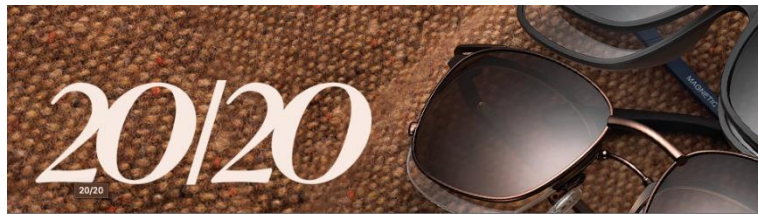
Inspired by Nature

The CL 1100 from CHRISTIAN LACROIX introduces a subtle ivy pattern on the temples to a black-and-gold-glitter-striped front for an optical match made in Heaven. mondotticausa.com



The Latest Frames, Lenses and Contact Lenses to Help See 2020 Better

Published 1 month ago on January 6, 2020. By INVISION Staff INVISION JANUARY 2020 ISSUE



20/20 SUBSCRIBE TRENDS TECHNOLOGY RETAILING EDUCATION INSIGHT

CHRISTIAN LACROIX 3062 Mondottica USA

Featuring an elegant shiny top bar and cutout details on the upper corners, this style offers an unexpected twist with a gold butterfly emblem on the inside of the boldly printed acetate temples.



Pricing: \$\$\$\$ (866) 666-3662 mondotticausa.com

JANUARY 2020

NEW FRAME PRODUCTS

More Metal

20/20 INSIGHT: Metal frames are having their moment and will continue to make a strong statement throughout 2020. Long gone are the outdated metals of the past—these lightweight new designs shine with their easy-to-wear yet unique frame fronts. Check out our top picks for customers searching for a versatile look.

-Jillian Urceley

THE EYEWEAR BRAND

Christian Lacroix

SOCIAL MEDIA



lissac.verdun • Follow

collections de fournitures scolaires en édition limitée. Des motifs, comme l'emblématique Paseo, se retrouvent dans le métal, et les embossés bénéficient d'une finition luxueuse avec le monogramme baroque emblématique de la marque. @mondortica

#mondortica #christianlacroix #christianlacroixeyewear #mazzuchelli #lissacverdun #opticienverdun #espacesaintmichel #verdun

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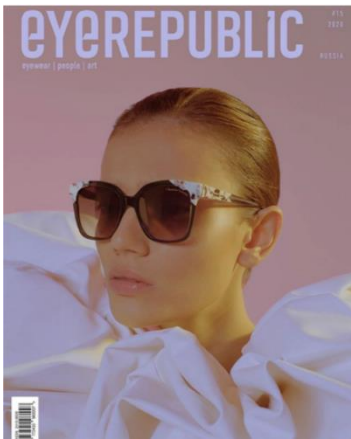
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MUAH: @julijuliaz
Assist: @shereenataqway
Model: #nastyabrik @lookmodels.ru
Production: @a.blagochevskaya

5h

shereenataqway My name is actually shereen hataqway but shereen hugal is just as cool 🥰 the cover turned out great though 🥰

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MUAH @julijuliaz
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1w

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JANUARY 30

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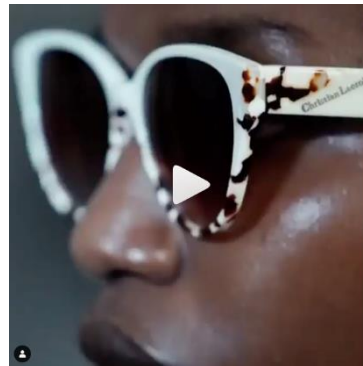
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Photography: @cgwatkinstphoto

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lacroixofficial Join us behind the scenes on our SS20 accessories campaign shoots. #ChristianLacroix #SS20
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PRODUCTS



	ACETATE	COMBINED	METAL
HIGH 89 €	 CL5085	  CL5086 CL5087	
MEDDIUM 79 €	  CL5088 CL5089   CL5090 CL5091		  CL9025 CL9026

INSPIRATION

Christian Lacroix



INSPIRATION

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DESIGN SIGNATURES

EXCLUSIVE ACETATE & LAMINATION



UNIQUE DETAILS



ICONIC PRINTED PATTERNS



BUTTERFLY END TIPS



BEVEL



ELEGANT TEMPLE



EXCLUSIVE
MAZZUCHELLI ACETATE

Now iconic to the Christian Lacroix eyewear collection, Mazzuchelli develops bespoke acetates for each collection.

Acetates include Cassata, Marbelous, Tutti Frutti, Blue Lagon and Gloss Arty.

Each season we also work with seasonal prints to develop new acetates which for 2020 include Bottanic Rainbow, Pietra Dura, l'Aveu



Christian Lacroix

Thank you