

Christian Lacroix

Barcelona

Charlotte Lamy

21.06.18



CHRISTIAN LACROIX
C'EST MERVEILLEUX

03.

CHRISTIAN LACROIX

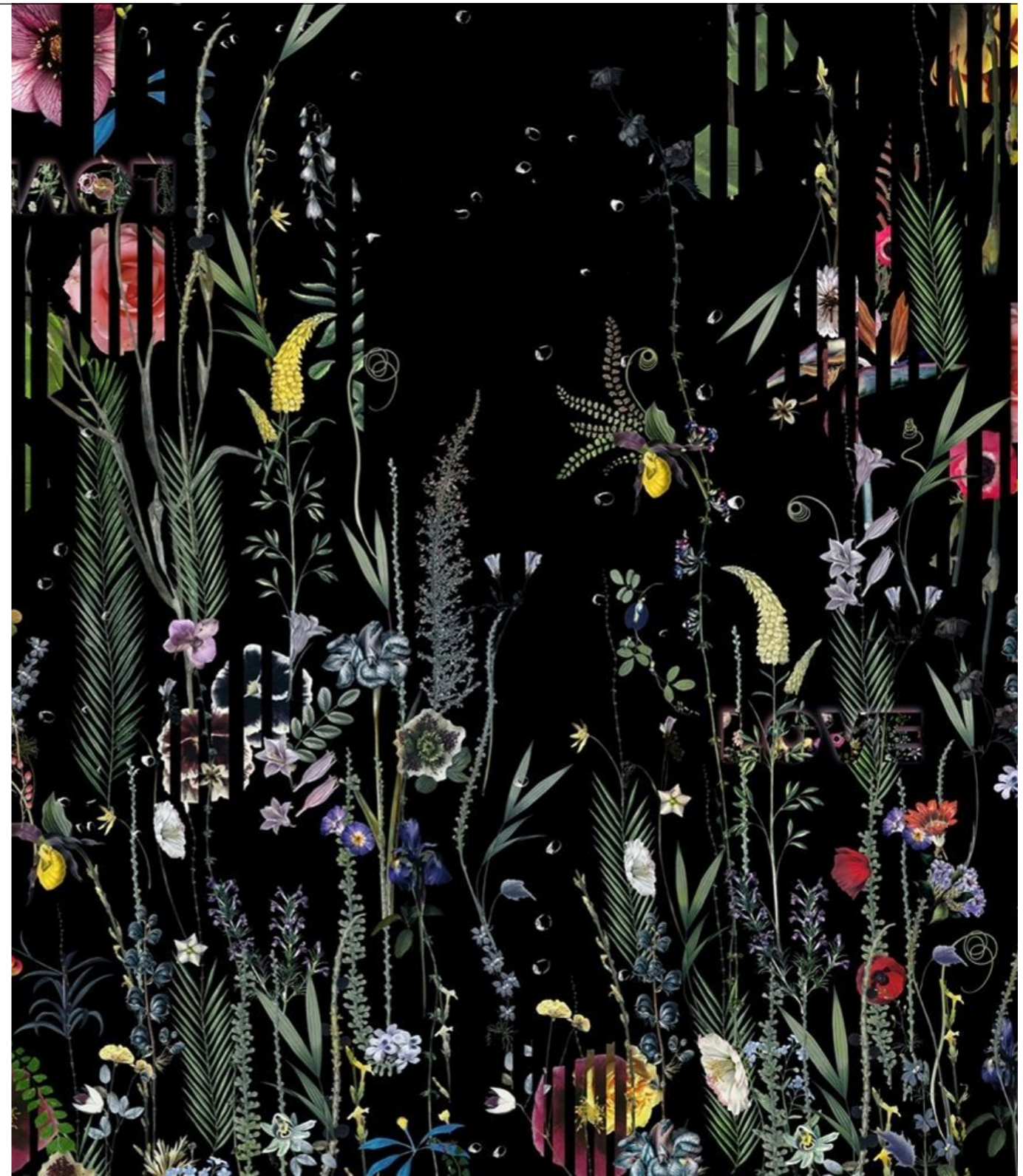
Agenda

BRAND NEWS

BRAND CAMPAIGN

EYEWEAR SUPPORT

EYEWEAR COLLECTION





BRAND NEWS

Christian Lacroix

05.

BRAND NEWS

Heavenly Bodies at the MET Museum NYC

From May to October 2018



Christian Lacroix

05.

BRAND NEWS

Heavenly Bodies at the MET Museum NYC

From May to October 2018



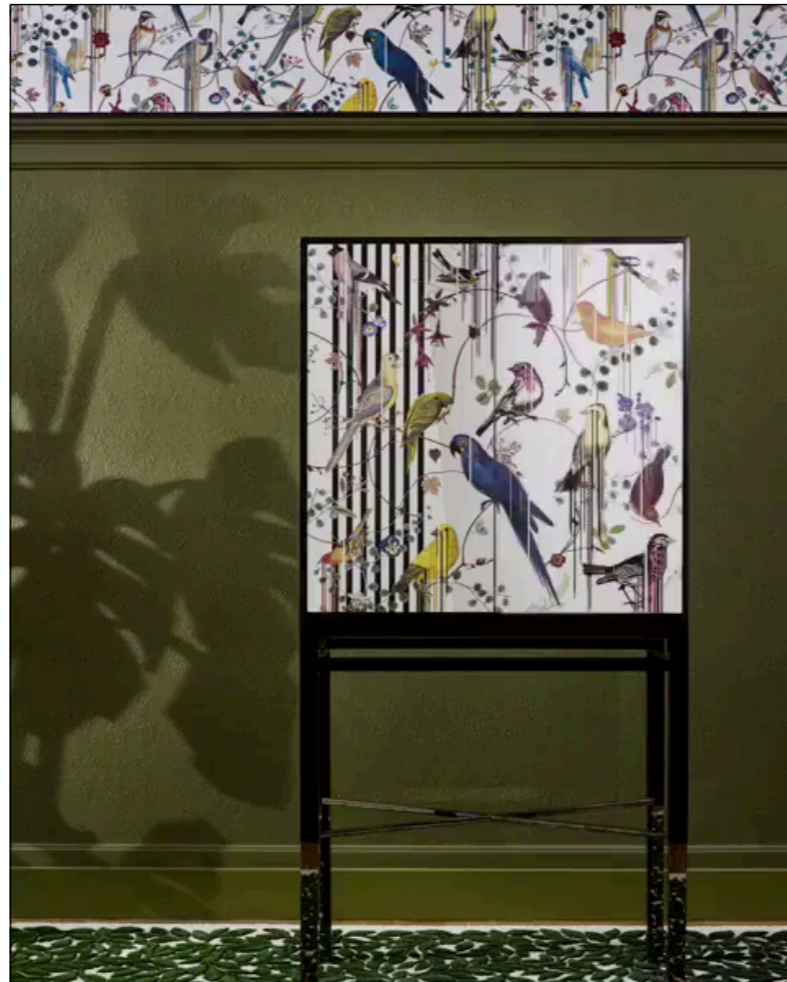
Christian Lacroix

06.

BRAND NEWS

Porcelain Collection

Launch in May 2018

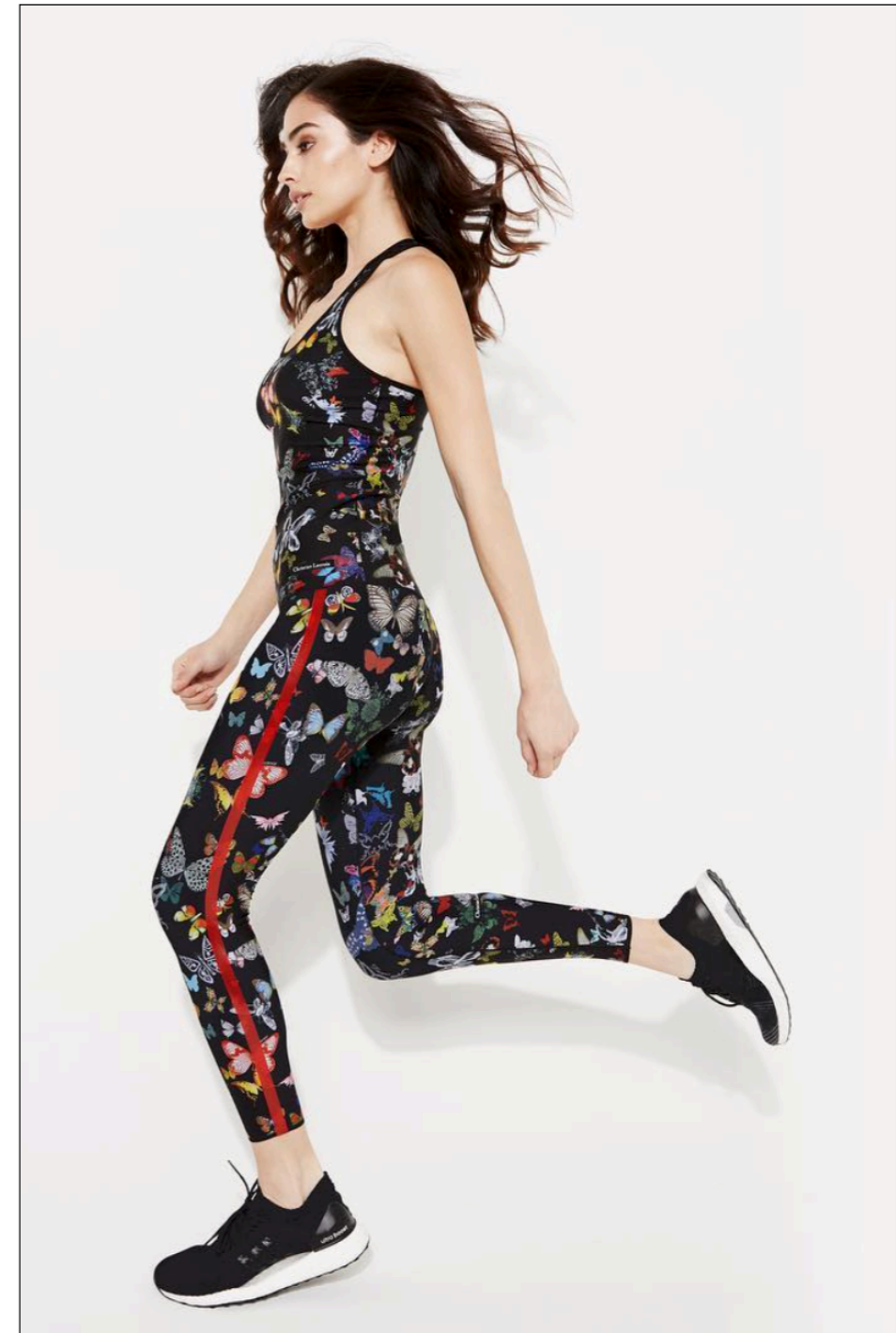


07.

BRAND NEWS

New Collaboration

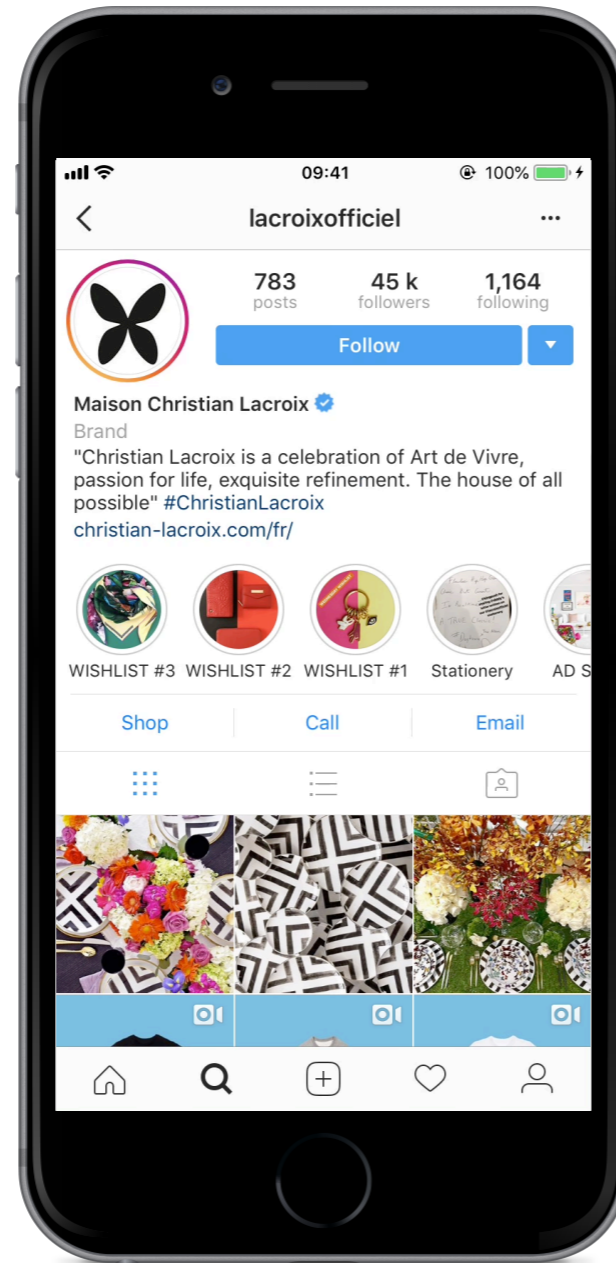
Ultracor x Christian Lacroix
available only at Barneys NYC



08.

EYEWEAR SUPPORT

Digital Campaign





BRAND
CAMPAIGN

10.

BRAND CAMPAIGN

Campaign
AW18

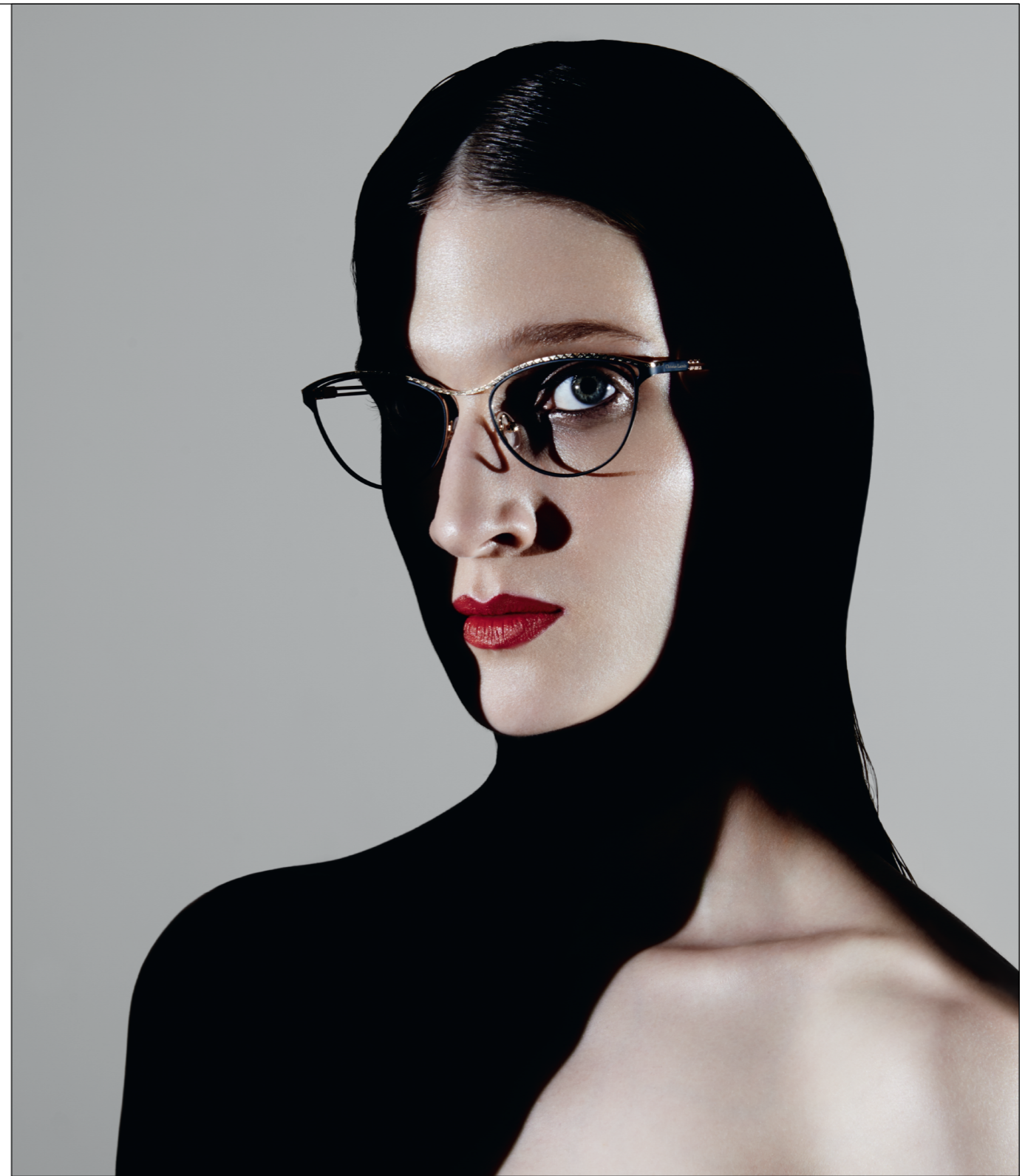


11.

BRAND CAMPAIGN

Campaign

AW18





EYEWEAR
SUPPORT

13.

EYEWEAR SUPPORT

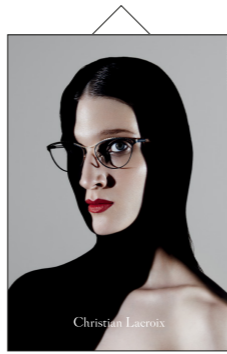
POS
AW18



OPTICAL SHOWCARD A4
£4.20 / €4.78 / \$5.94
IN STOCK
CLSCV1AW17



SUN SHOWCARD A4
£4.20 / €4.78 / \$5.94
IN STOCK
CLSCV2SS18



DOUBLE SIDED
OPTICAL BANNER A1
£9.67 / €11.00 / \$13.69
IN STOCK
CLWBV1AW17



DOUBLE SIDED
SUN BANNER A1
£9.67 / €11.00 / \$13.69
IN STOCK
CLWBV2SS18



3 PCS & 1 PC DISPLAY STANDS
£36.04 / €43.25 / \$54.06
IN STOCK
CLDS14097687008



LOGO BLOCK
£5.99 / €6.80 / \$8.34
IN STOCK
CLLB16120033



14.

EYEWEAR SUPPORT

New Packaging

Launch in AUG 18



15.

EYEWEAR SUPPORT

New Display

Launch in AUG 18



16.

EYEWEAR SUPPORT

New Logo Block

Launch in AUG 18



17.

EYEWEAR SUPPORT

New Brand Presentation



CHRISTIAN LACROIX C'EST CHIC



HERITAGE

ICON OF FRENCH HAUTE COUTURE

1987
Marseille Christian Lacroix gave Haute Couture a new flamboyant, theatrical, colorful and extraordinary look.

2010
Under the artistic direction of Sacha Wolkhoff, the creative process of Haute Couture is maintained and allowed to art de vivre.



FRENCH FLAMBOYANCE

"The House of Lacroix is a celebration of Art de Vivre, passion for life, exquisite refinement"

Sacha Wolkhoff

HAUTE COUTURE

Celebrating Christian Lacroix's inventive roots. A treasure trove of enduring elegance, dream-like silhouettes, an unparalleled tribute to fashion.



THE FABRICS OF DREAMS

Imagination is the secret of the Christian Lacroix's expression. Every design gives rise to an emotion, arouses a desire, stirs reminiscences, creates new memories, tells a story.



PROMISE

FABULOUS, FRENCH LIFESTYLE

Perfect balance between Refinement and Fantasy. Luxurious Mix and Match of references. Unique, Baroque style.



LACROIX IS A STORYTELLER

Designed to slip seamlessly into the life of its owner. And yet no creation ever reveals itself fully at first sight, hidden details and effects appear slowly, over time. Every design by Lacroix is eye catching, surprising, mesmerizing.



EYEWEAR
COLLECTION

Christian Lacroix

19.

EYEWEAR COLLECTION

Design Signatures



Exclusive Acetate

20.

EYEWEAR COLLECTION

Design
Signatures



Lamination Details

21.

EYEWEAR COLLECTION

Design
Signatures

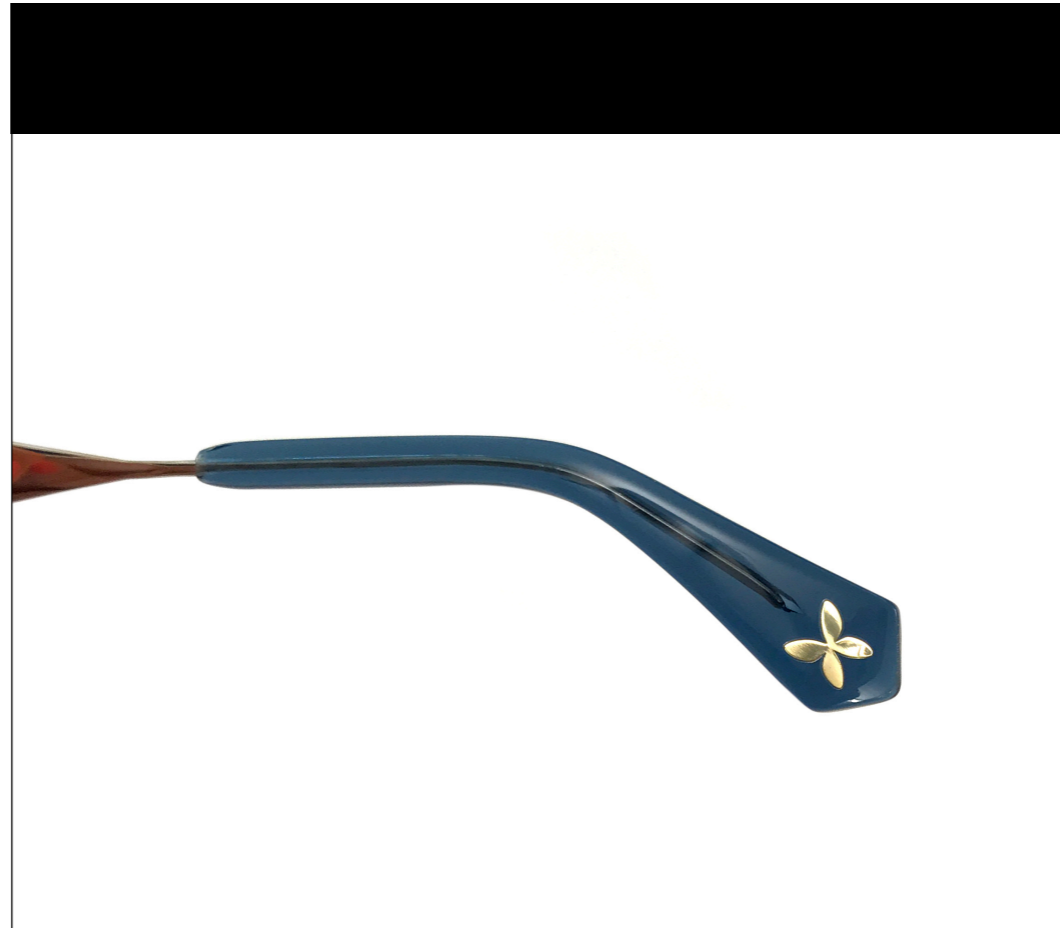


Iconic Printed Patterns

22.

EYEWEAR COLLECTION

Design
Signatures



New Butterfly Endtips

23.

EYEWEAR COLLECTION

Design
Signatures



Couture Details

24.

EYEWEAR COLLECTION

Design
Signatures



Ultra Fine Metal Temple

25.

EYEWEAR COLLECTION

Design Signatures



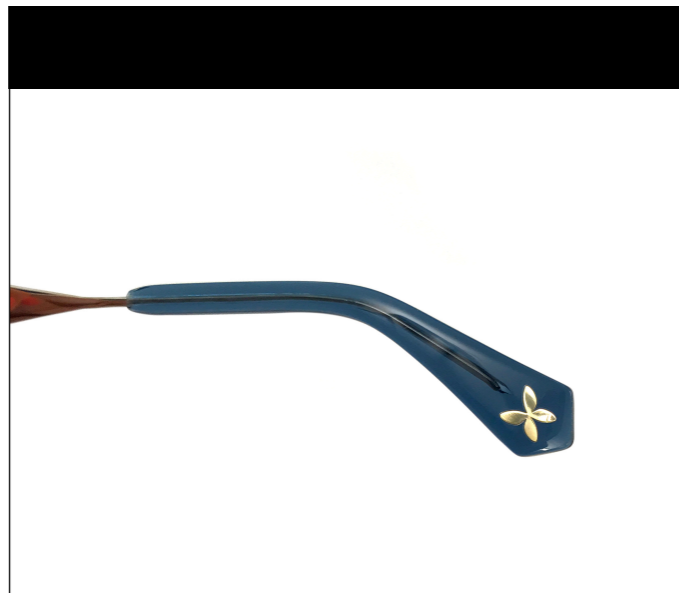
Exclusive Acetate



Lamination Details



Iconic Printed Patterns



New Butterfly Endtips



Couture Details



Ultra Fine Metal Temple



PDM013202



PDM013203



PDM013204



PDM013206



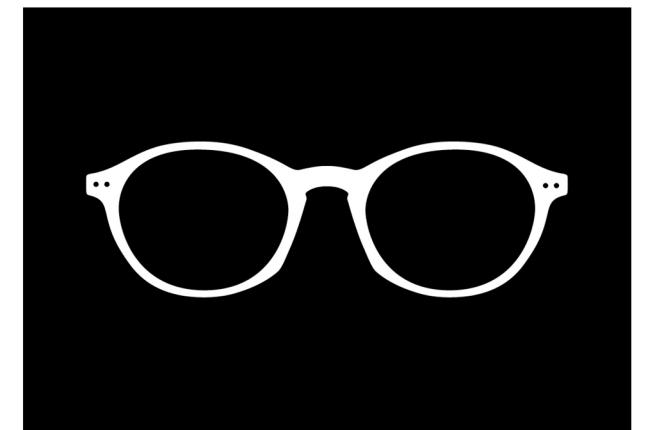
PDM013207



PDM013209



PDM013210



PDM013211



PDM013213



PDM013214



PDM013216



PDM013217

✕ Christian Lacroix



DOTS/PLUMETIS



MULTI CO.



LIERRE



SOL Y SOMBRA

NEW PATTERN STORIES

MONDOTTICA
EYEWEAR BRAND PARTNERS







C1 Dots/Night



C2 Dots/Blue



C5 Dots/Red





C2 B&W Dots



C3 Navy



C5 White



C6 Crystal Burg



COMMENT: EPOXY COLOUR TO BE REWORKED

CODE PDM013214 SIZE 55/17-140 B 44 COLOUR C4 CRYSTAL NAVY



C2 Crystal Grey

TIPS TO MATCH FRONT



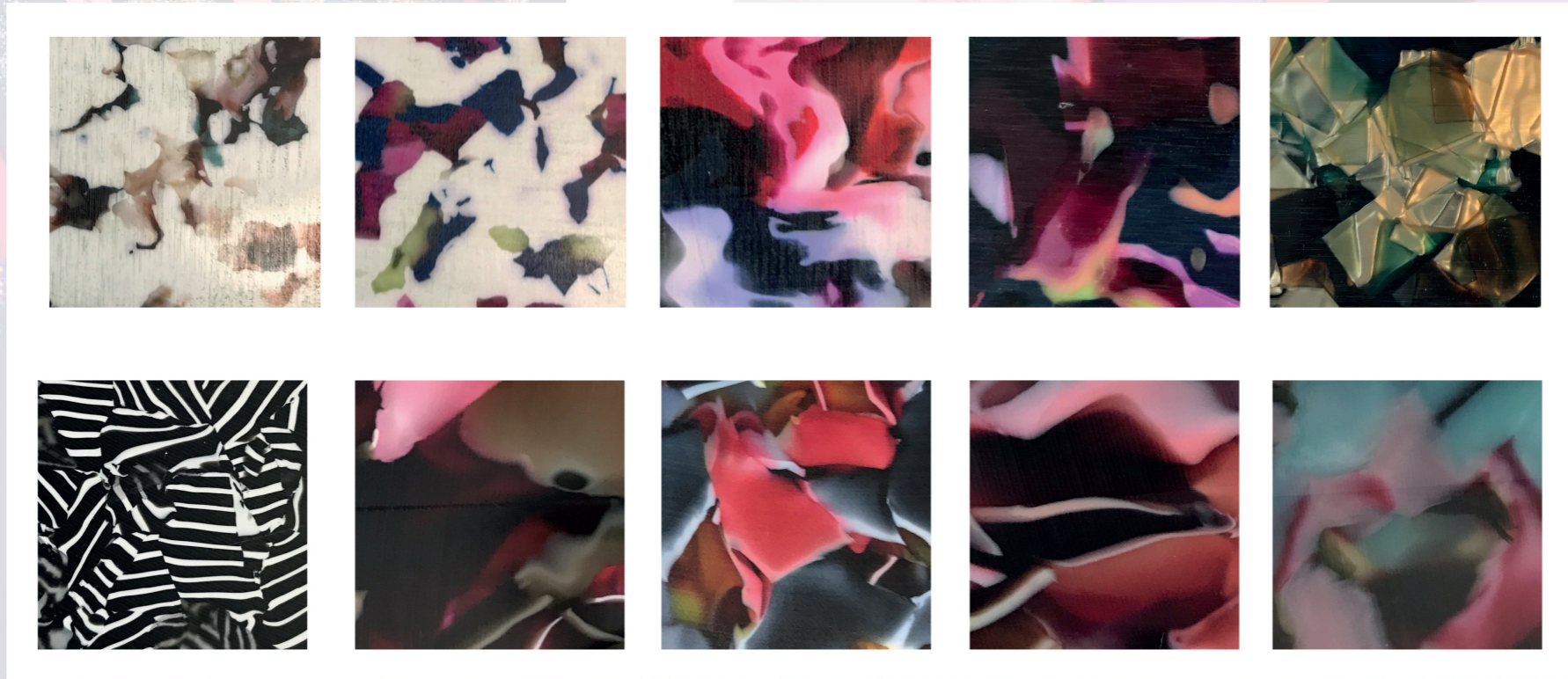
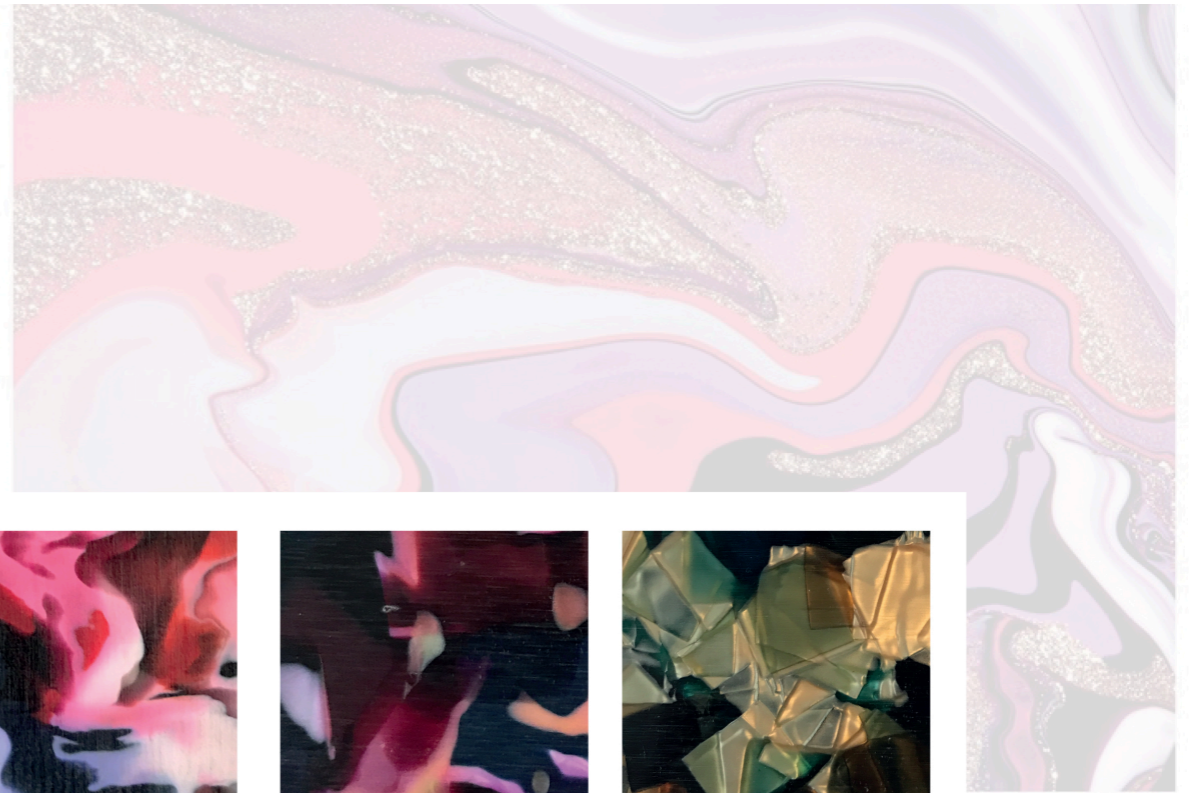
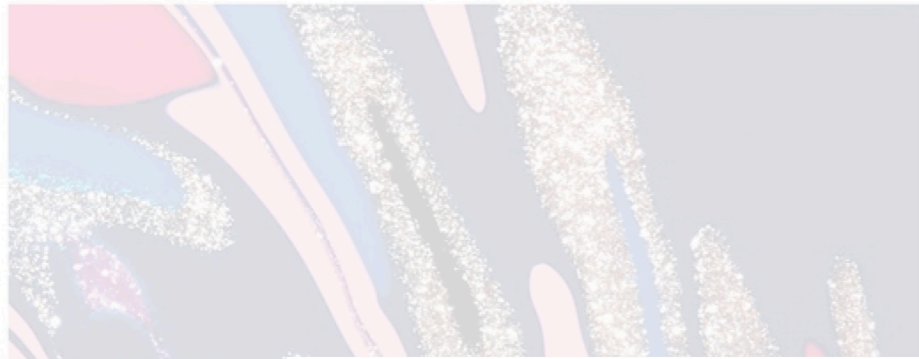
C4 Crystal Navy

TIPS TO MATCH FRONT



C6 Black & Gold Glitter

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NEW ACETATE STORIES

MONDOTTICA
EYEWEAR BRAND PARTNERS

Christian Lacroix



CODE PDM013206 SIZE 52/17-140 B 47 COLOUR C4 BURG/CASSETTA



C1 Black/Gold glitter



C2 Grey/Marble



C4 Burg/Cassette





C1 Black/Gold glitter



C2 Grey/Marble



C4 Burg/Cassette

Christian Lacroix



CODE PDM013204 SIZE 55/15-135 B 47 COLOUR C1 GREY



C1 Grey



C2 Navy



C4 Red



C5 Black





C2 Navy



C3 Burg



C5 Black



C6 Humbug





C2 Navy



C3 Burgundy

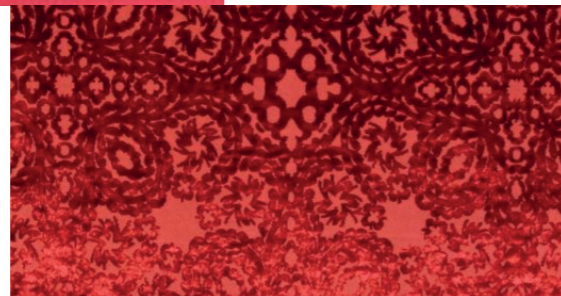
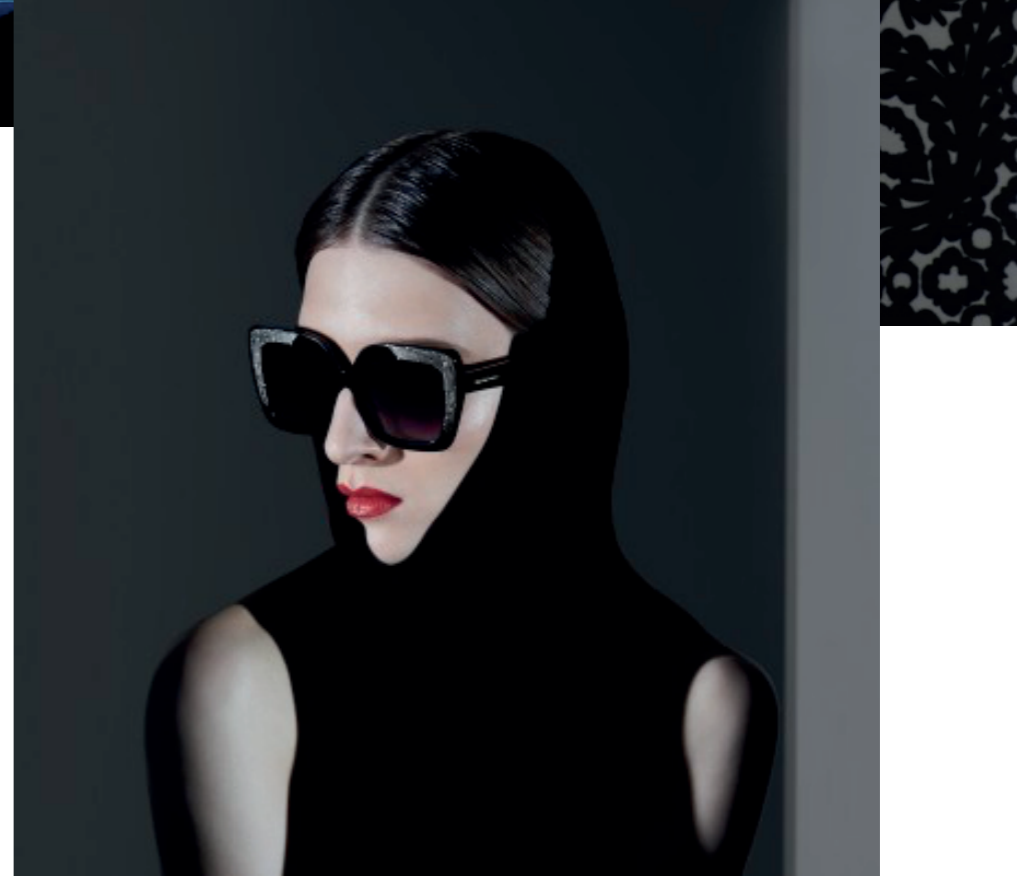
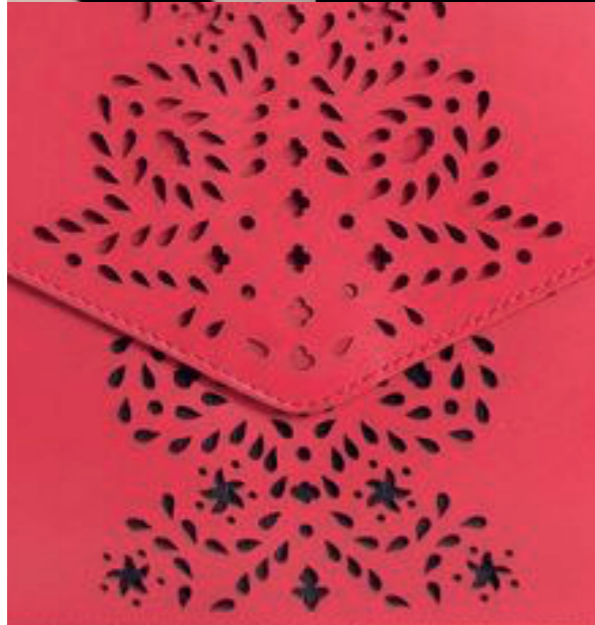


C5 Humbug

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Iconic Christian Lacroix signature pattern, the passeio get a new breath, transcript through the prism of "transparence" and animated shadow silouhettes cast on the wall...



Christian Lacroix



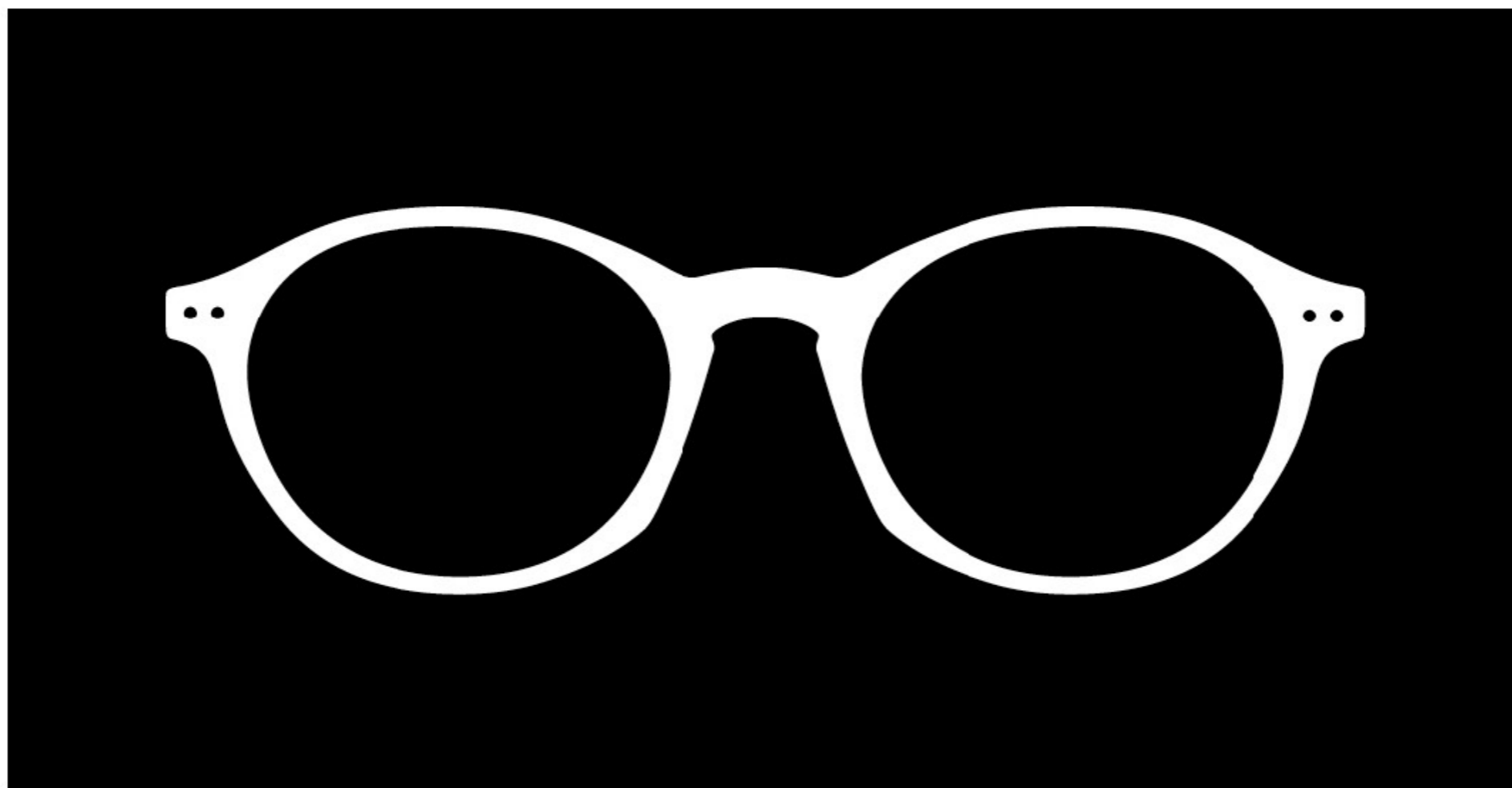
CODE PDM013213 SIZE 55/18-140 B 48 COLOUR C3 WHITE/GOLD

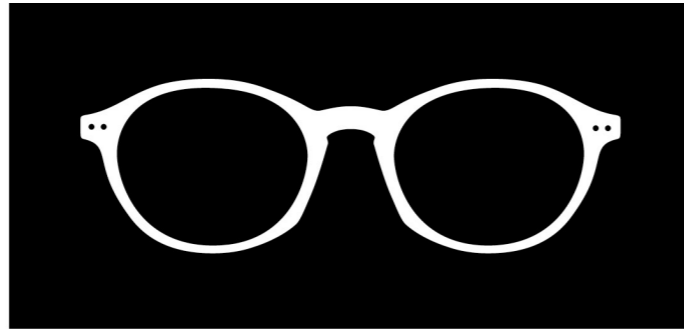


C1 Nude/Copper

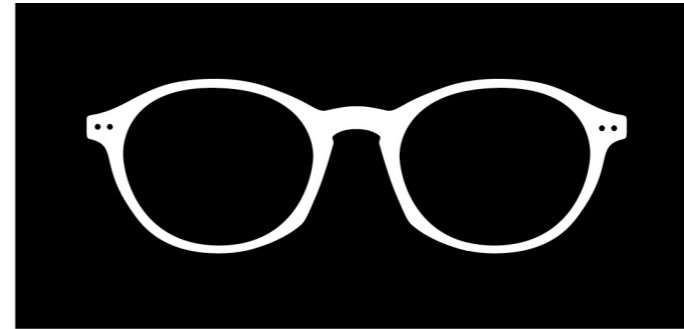


C3 White/Gold

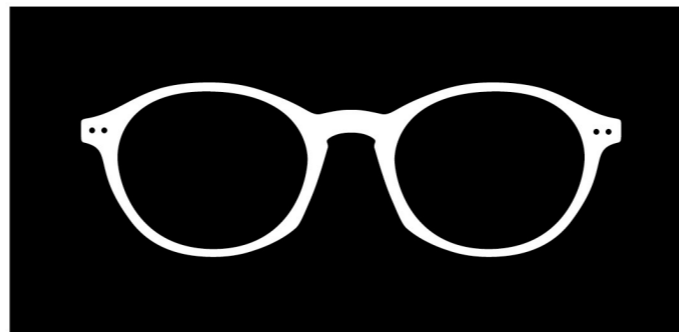




C3 Crystal

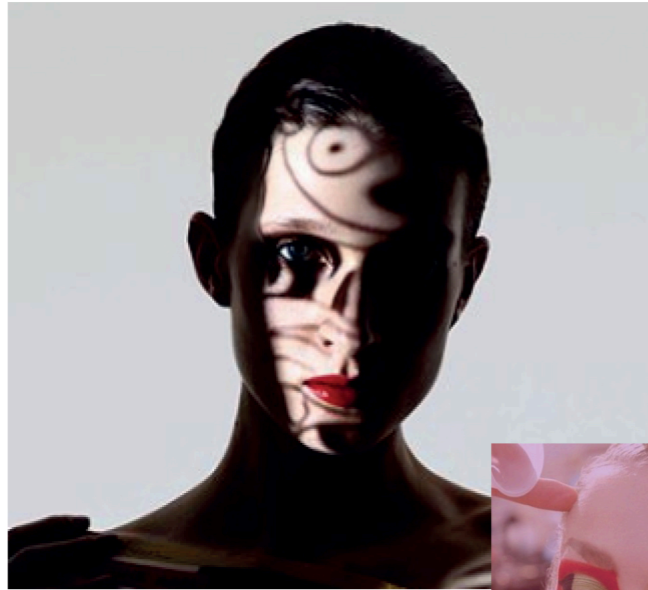


C6 Black Crystal/Gold



C7 Crystal Gray/Silver

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Vintage top bar story:
Shadows projections...

From Graphique couture Make-Up
to Laquer pattern...



HAUTE COUTURE COMBOS

MONDOTTICA
EYEWEAR BRAND PARTNERS





C1 Light Gold



C4 Copper Gold



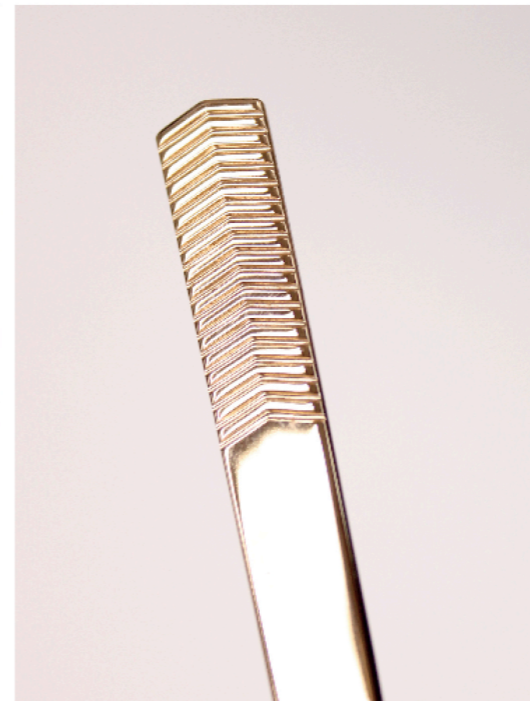
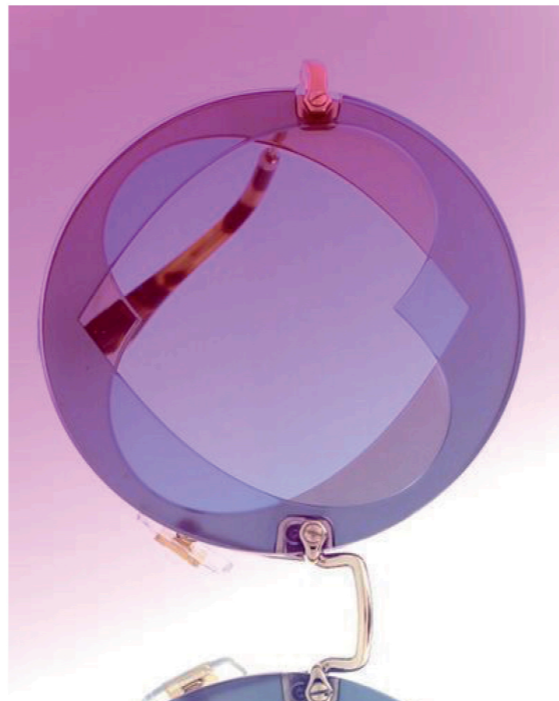
C5 Matt Copper Gold

✦ Christian Lacroix



Lenses Superposition story:
Glamour transparency...

Seeing pattern throught the
Crystal Prism.



HAUTE COUTURE COMBOS

MONDOTTICA
EYEWEAR BRAND PARTNERS

Christian Lacroix



CODE PDM013216 SIZE 67/13-140 B 54 COLOUR C5 MATT COPPER GOLD



C1 Light Gold



C3 Matt Light Gold



C5 Matt Copper Gold

Christian Lacroix

SUN 2019



A richly decorated interior space, likely a living room or a traditional Moroccan-style room. The walls are covered in intricate, colorful tapestries or kilims. The ceiling is also patterned. A central window is framed by a decorative valance and red curtains. The furniture includes a large, ornate armchair with a floral pattern, a matching sofa, and several patterned ottomans. A white candelabra sits on a small table in the center. The floor is covered in a blue and white geometric pattern.

C'EST MERVEILLEUX

Christian Lacroix

Thank You