



# LANVIN

Fall 2026 Ready-To-Wear

Rhea Eckenrod





# BRAND BACKGROUND

- **FOUNDED IN 1889 BY JEANNE LANVIN:** INITIALLY A MILLINERY SHOP, IT EVOLVED INTO A FASHION HOUSE KNOWN FOR ELEGANT WOMEN'S AND CHILDREN'S CLOTHING, LATER EXPANDING TO MEN'S FASHION, PERFUMES, AND ACCESSORIES.
- **KNOWN FOR ITS FEMININE ELEGANCE:** LANVIN'S SIGNATURE STYLE INCLUDES INTRICATE EMBROIDERY, FINE MATERIALS, AND SOPHISTICATED DESIGNS THAT EPITOMIZE PARISIAN CHIC.
- **OLDEST FRENCH FASHION HOUSE:** AS THE LONGEST-STANDING FRENCH COUTURE HOUSE, LANVIN REMAINS A SYMBOL OF TIMELESS LUXURY IN THE FASHION WORLD, CONTINUOUSLY INFLUENCING MODERN DESIGN.



ALBER ELBAZ\*



# BRAND IDENTITY



APPLIQUES / BEADWORK  
S/S 2014 RTW



UNCONVENTIONAL FABRICS  
F/W 2014 RTW



POPS OF COLOR  
F/W 2023 RTW





# TECHNOLOGY

- LANVIN HAS EMBRACED TECHNOLOGY AS A WAY TO ENHANCE ITS RICH HERITAGE WHILE ADAPTING TO THE MODERN FASHION LANDSCAPE.
- BY INCORPORATING 3D PRINTING, DIGITAL PROTOTYPING, AND ADVANCED FABRIC TREATMENTS, LANVIN HAS REFINED ITS PRODUCTION PROCESSES, ENSURING HIGH-QUALITY CRAFTSMANSHIP WITH GREATER EFFICIENCY. THIS APPROACH ALLOWS THE BRAND TO PRESERVE ITS TRADITION WHILE STAYING RELEVANT IN THE FAST-PACED FASHION INDUSTRY
- LANVIN LAB,
  - “AN EXPERIMENTAL SPACE INVITING CREATIVE PARTNERSHIPS WITH PROVEN AND RISING INTERNATIONAL TALENTS



# CUSTOMER PROFILE

## LANVIN CUSTOMERS :

- WOMEN 30's-60's
- SOPHISTICATED AND LUXURY-ORIENTED
- FASHION-FORWARD YET CLASSIC
- GLOBAL AND DIGITALLY ENGAGED
- NAME: JEWEL
  - AGE: 42
  - OCCUPATION: ART CURATOR AND GALLERY DIRECTOR
  - LOCATION: NEW YORK CITY
  - HIGH-INCOME BRACKET
  - BRAND AFFINITY / LOYALTY





# TRENDS



CAPES / SHAWLS

CHLOÉ F/W 2024 RTW



SUEDE COATS / SUITS

LOEWÉ F/W 2023 RTW



LAYERING

ANN DEMEULEMEESTER S/S 2025 RTW

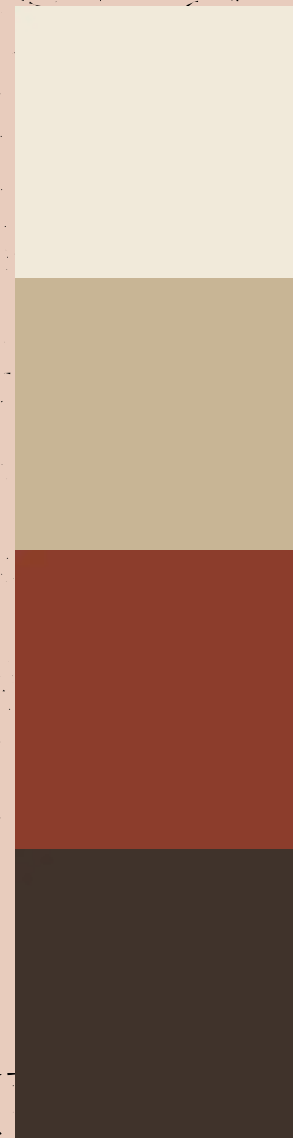


# CONCEPT BOARD





# COLOR STORY



SEA FOAM

PANTONE 11-0104 TCX

PLANK

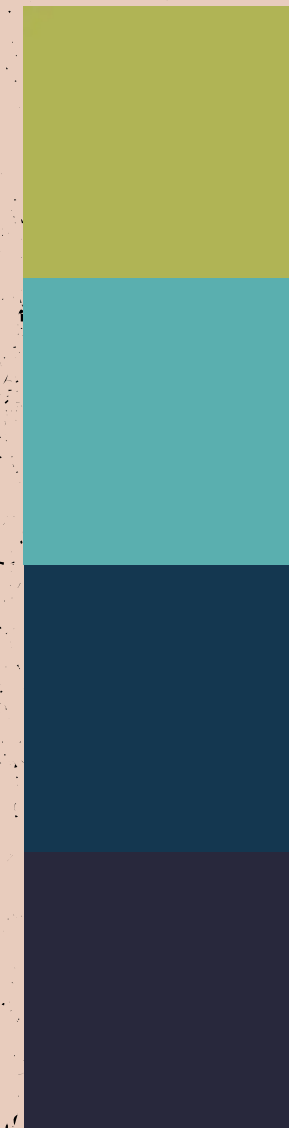
PANTONE 15-1217 TCX

BUOY

PANTONE 19-1250 TCX

DRIFTWOOD

PANTONE 19-0712 TCX



SEA GRASS

PANTONE 15-0538 TCX

LAGOON

PANTONE 15-5217 TCX

CURRENT

PANTONE 19-4038 TCX

ABYSS

PANTONE 19-3831 TCX

Inspired by the different textures and colors of sand, wood, and nets after they are affected by water.



# FABRICS



MICRO SUEDE

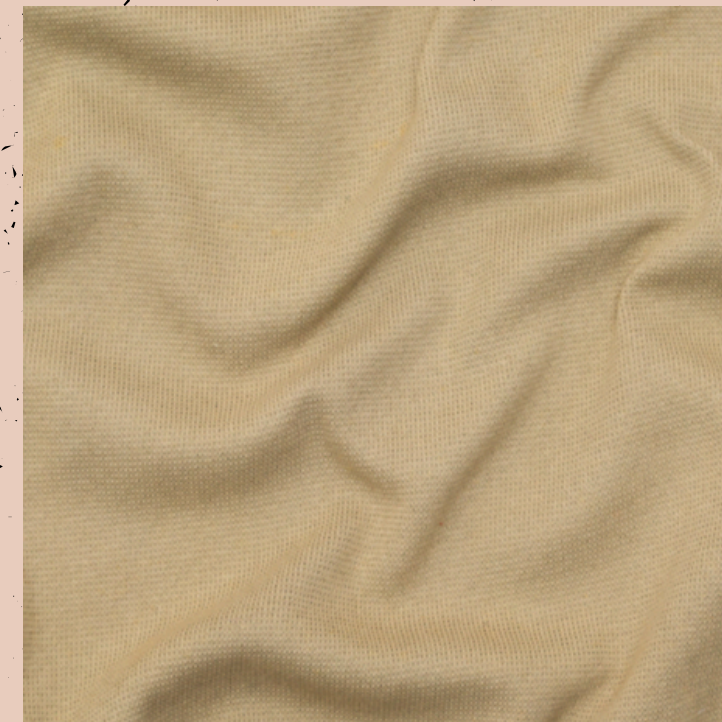
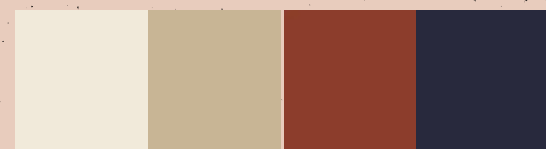
100% BRUSHED COW LEATHER



GREIGE STRETCH COTTON

DENIM

99% COTTON, 1% ELASTANE



1x1 RIB KNIT

99% COTTON, 1% ELASTANE



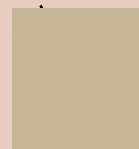


# FABRICS



SILK ORGANZA

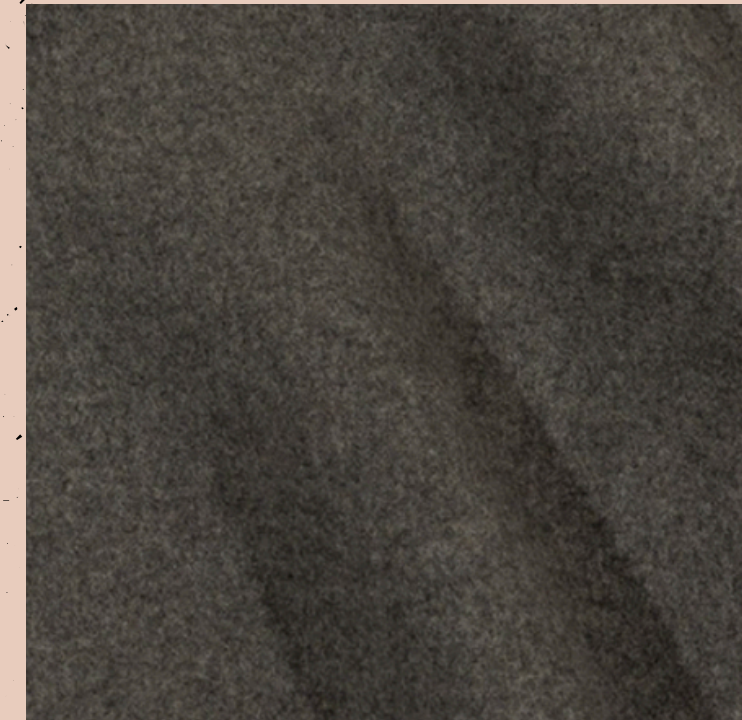
100% SILK



MERINO WOOL AND BAMBOO

STRETCH FLEECE

66% BAMBOO, 28% WOOL, 6% SPANDEX



DOUBLE FACED WOOL KNIT

100% VIRGIN WOOL





# TRIMS



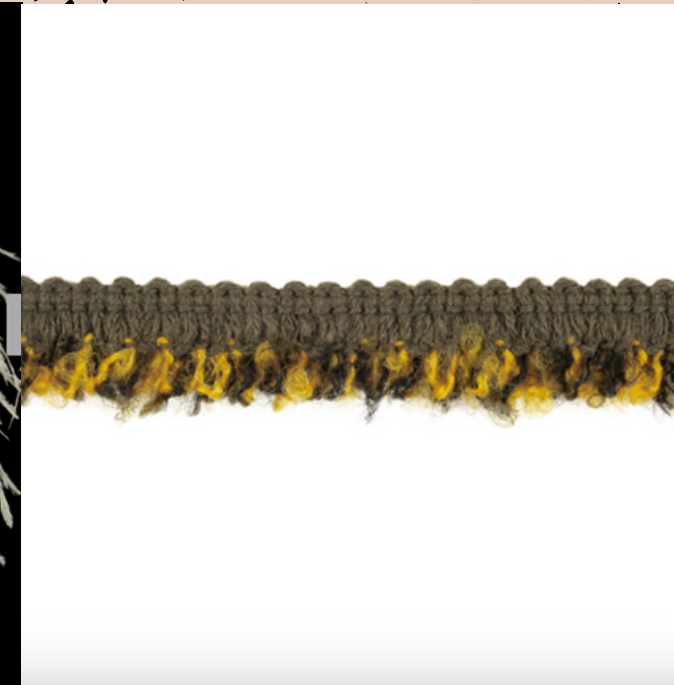
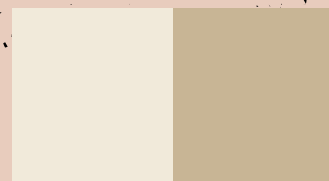
STRINGED BEADS

CRYSTAL BEADS  
(100% GLASS)



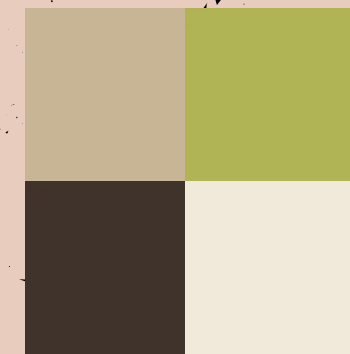
OSTRICH FEATHER  
FRINGE TRIM 5"

100% OSTRICH FEATHERS



BOUCLE LOOPED  
FRINGE TRIM

POLYESTER, WOOL



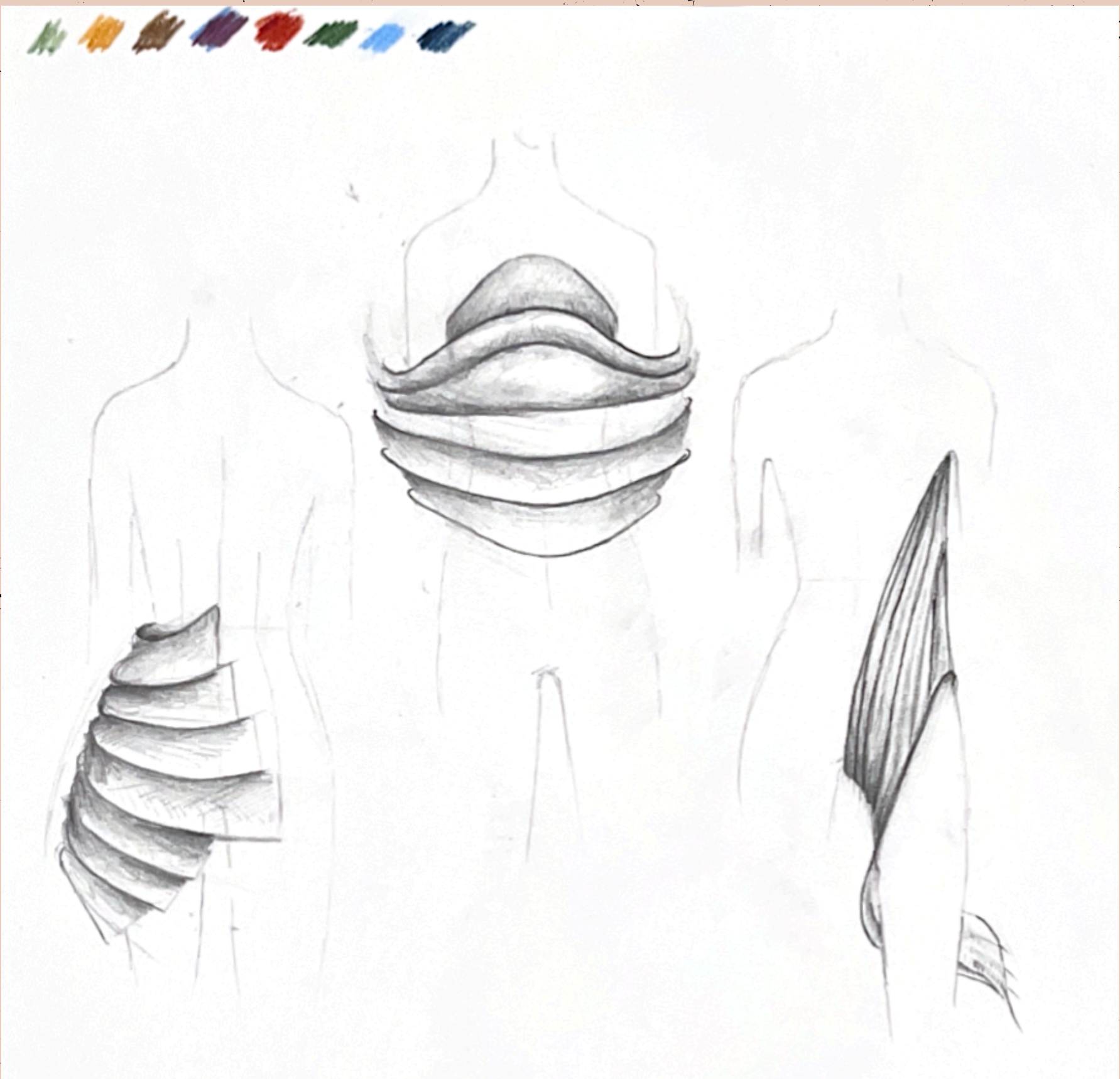
TWISTED CORD ROPE

COTTON





# IDEATION





# IDEATION



3<sup>rd</sup> 5 looks: femininity concealed by masculinity

- homogenic masculinity: dominant masculinity overshadows femm.
- female masculinity: Women can express masculine traits by concealing/downplaying femininity

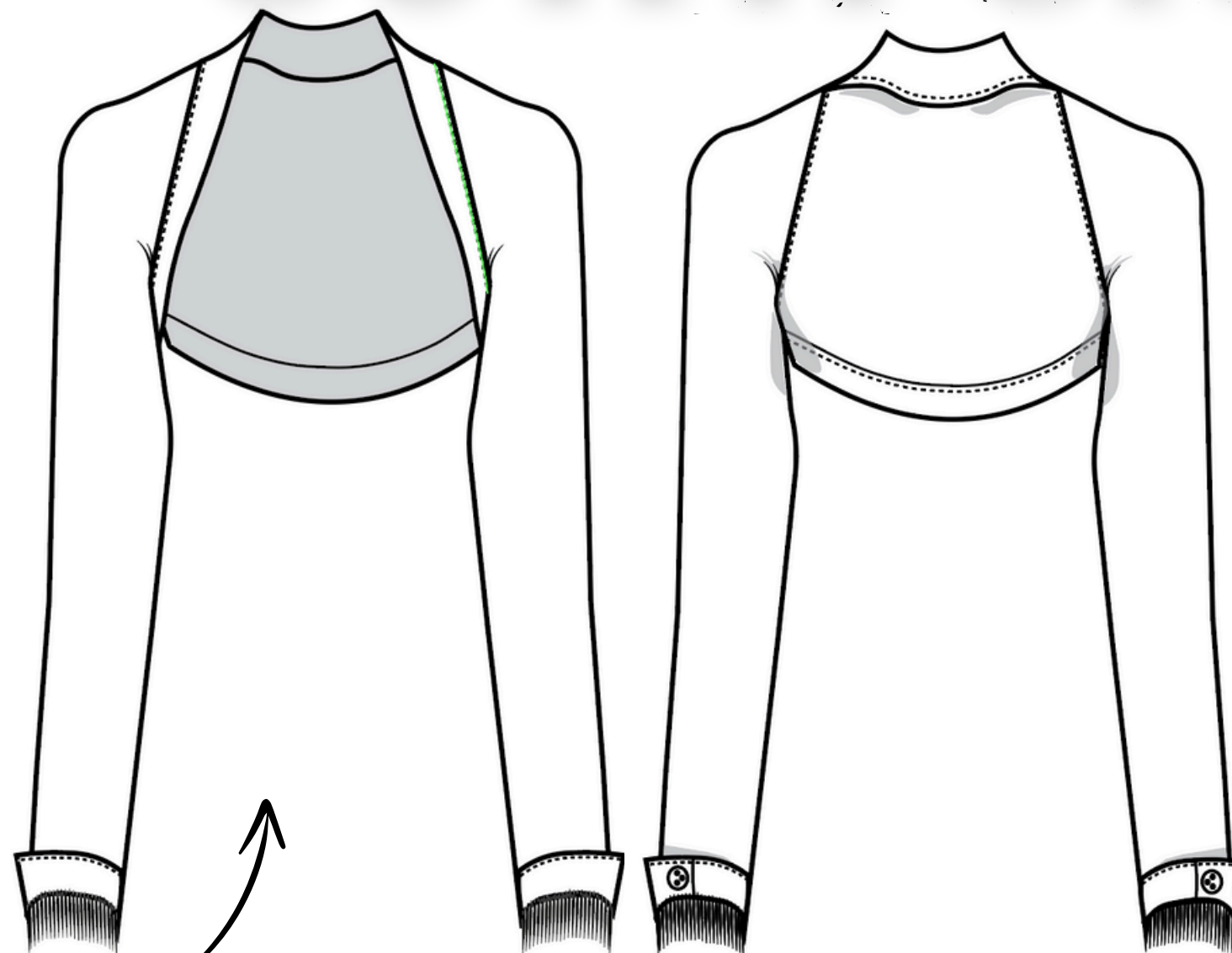
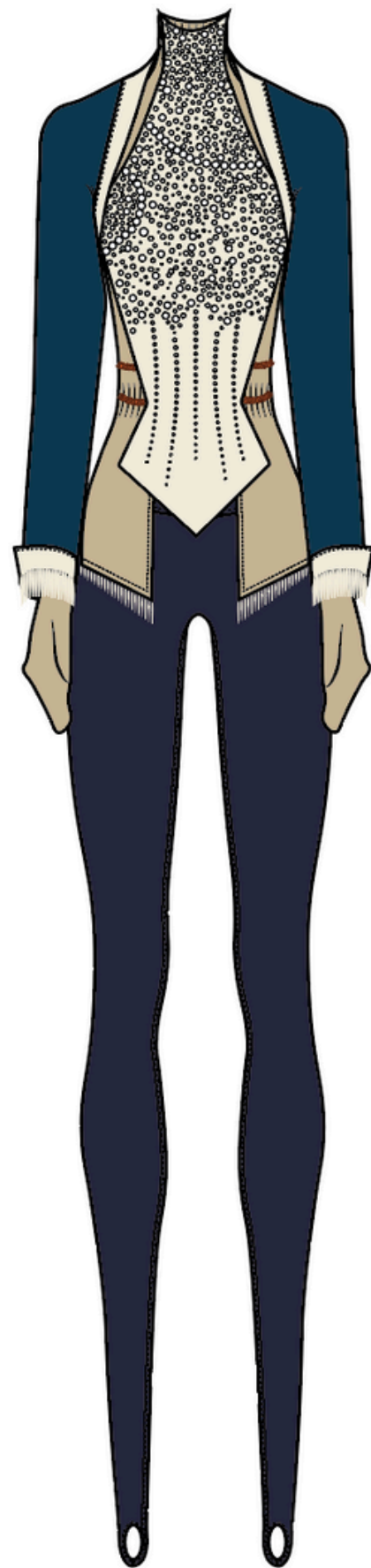


# LINE UP



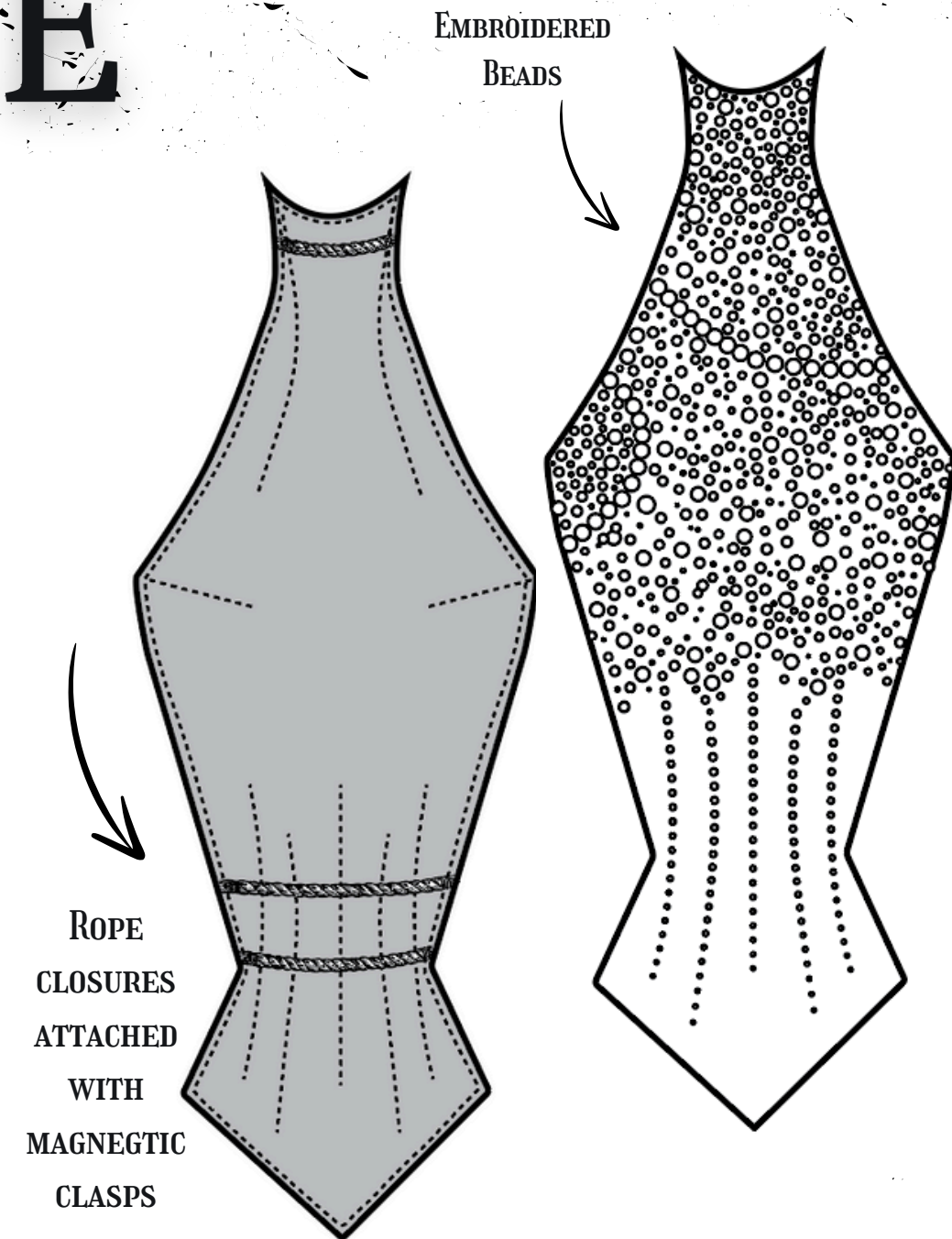


# OUTFIT ONE



FRINGE  
TRIM

SUEDE BOLERO  
FINISHED WITH A LINING AND FRENCH SEAMS



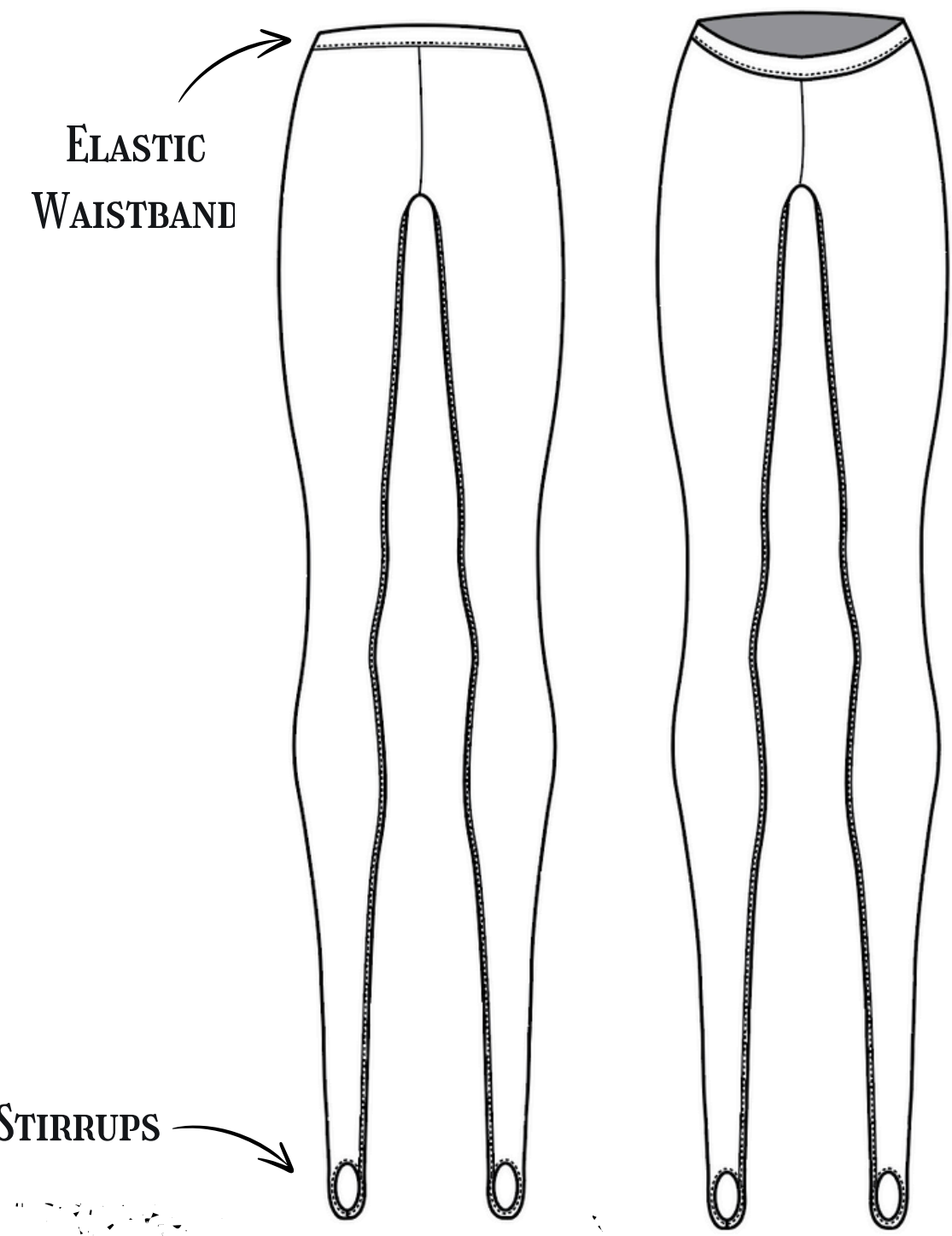
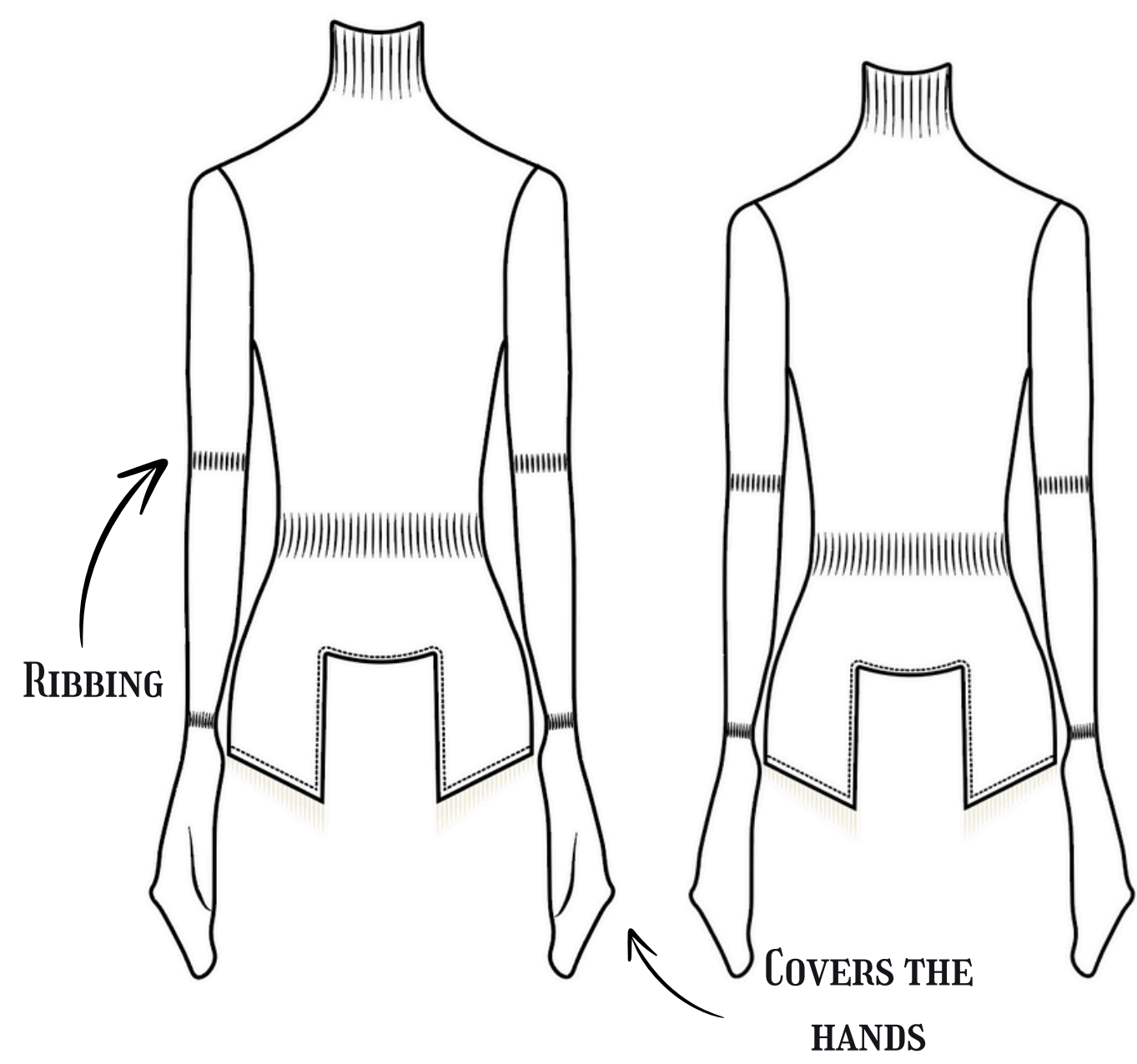
BEADED BODICE

# OUTFIT ONE



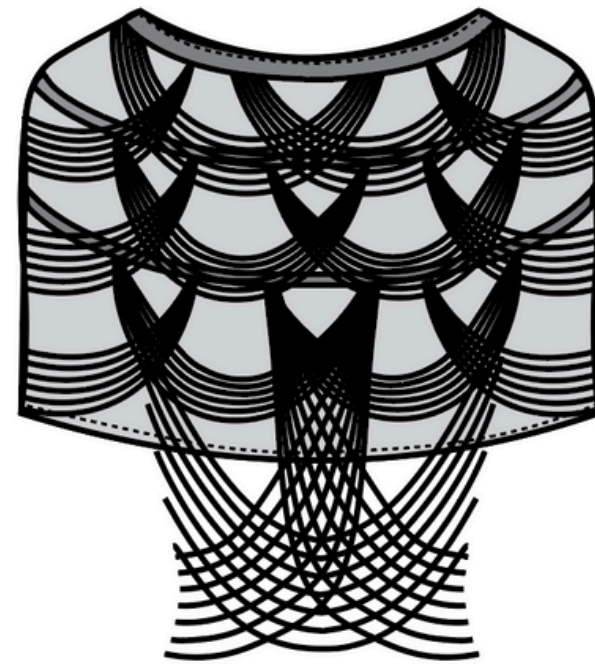
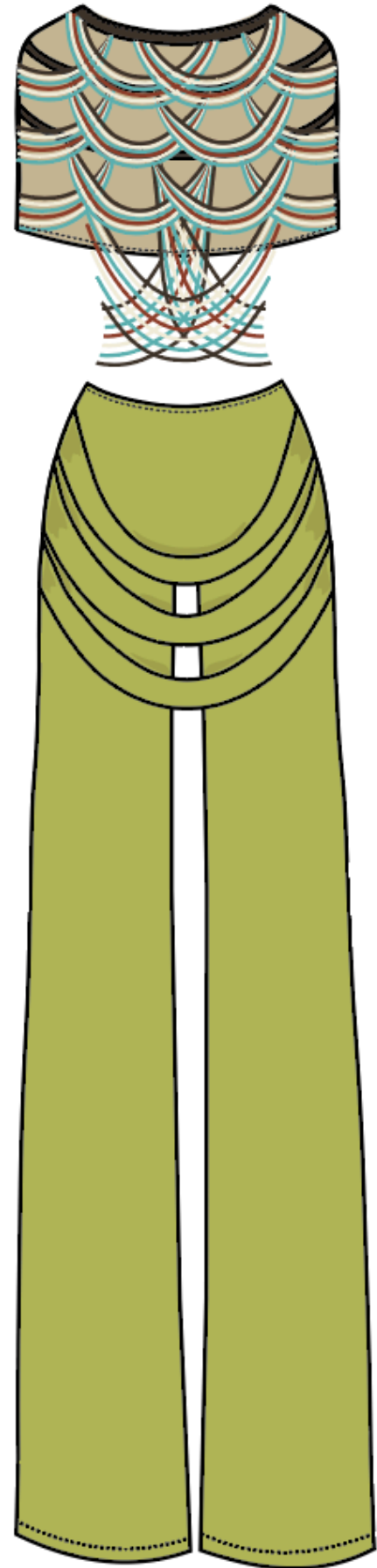
RIBBED TURTLENECK

STIRRUP LEGGING



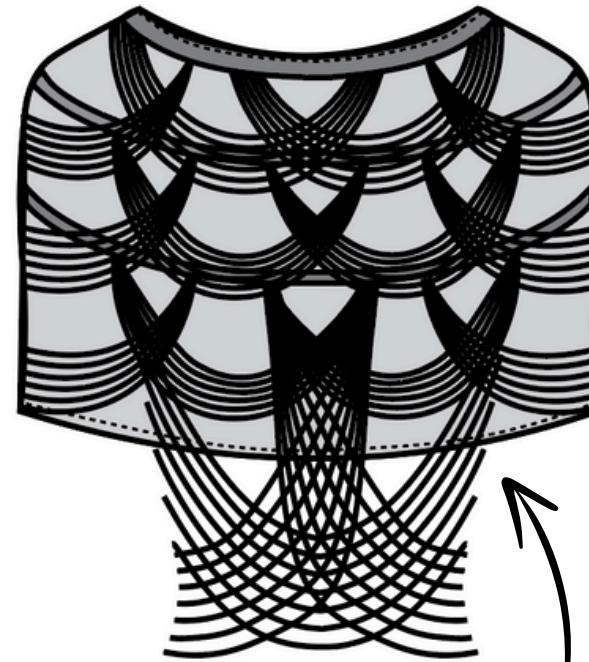


# OUTFIT TWO



## BEADED SHAWL

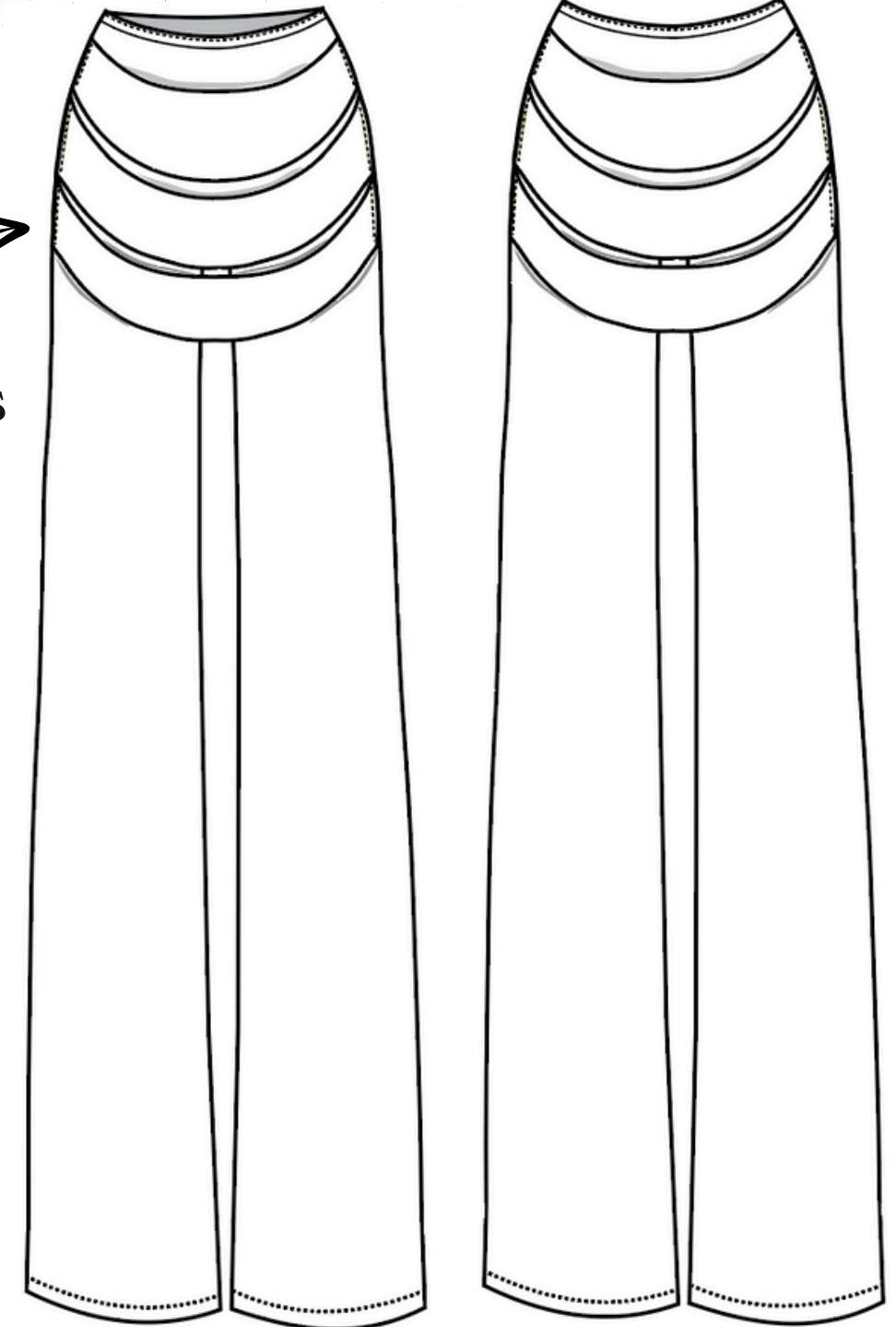
EACH STRAND OF BEADS IS SEWN  
ONTO A SUEDE BAND  
COTTON DENIM AND INTERFACING



STRINGS OF BEADS

KNIT CABLES

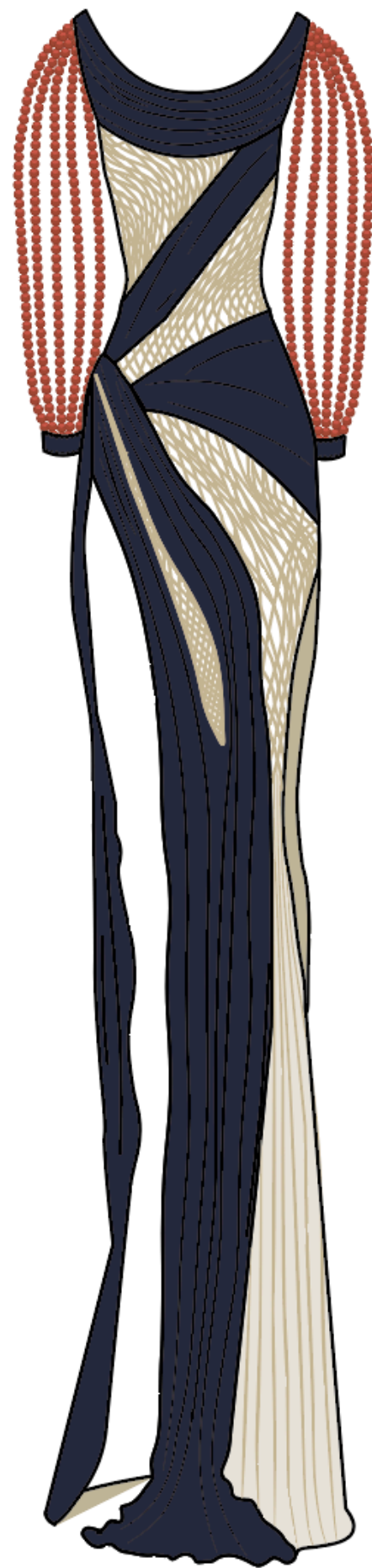
ELASTICIZED  
WAISTBAND



KNIT SHELL PANTS



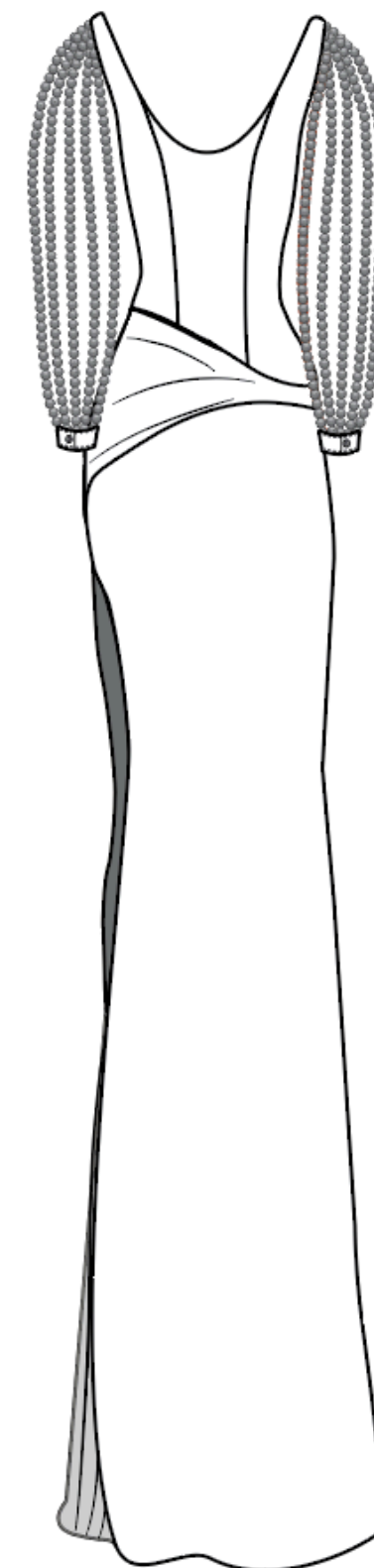
# OUTFIT THREE



KNITTED  
NETTING



SHEER PANELING



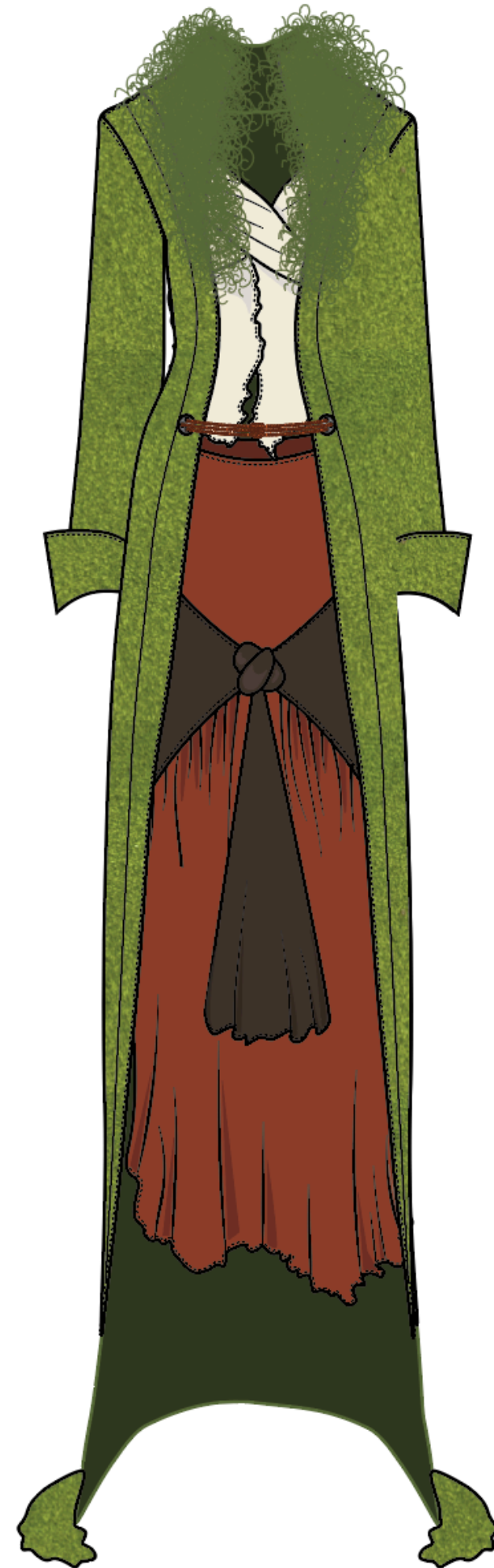
STRINGS OF  
BEADS

NETTED AND BEADED DRESS

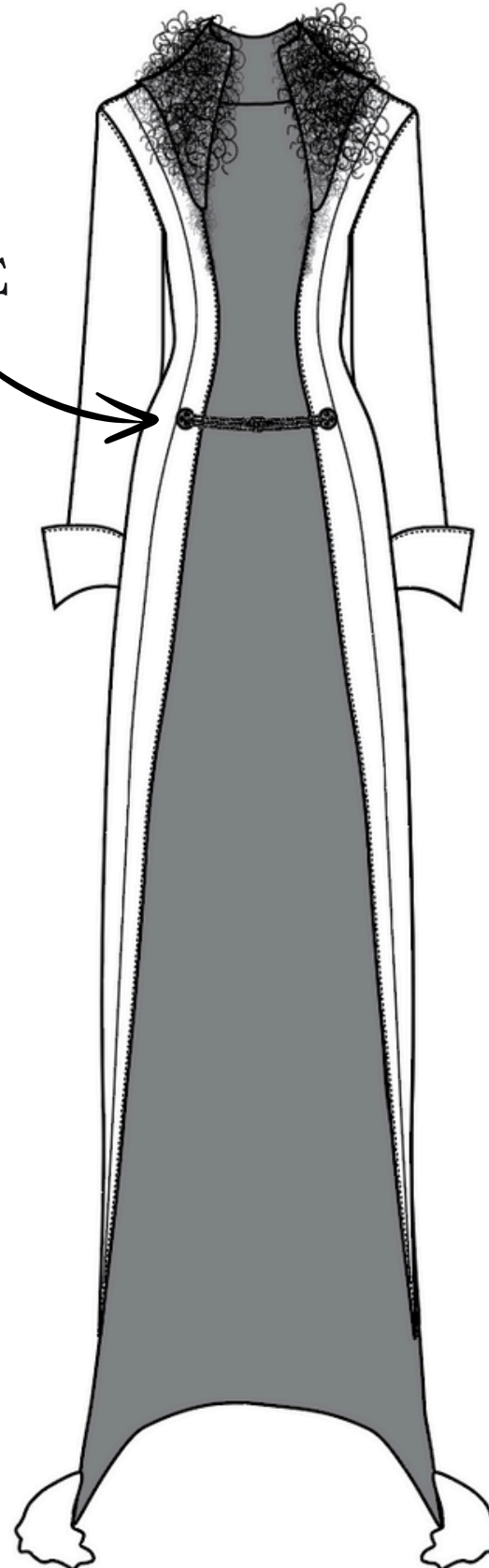
KNITTED NETTING IS  
HAND SEWN INTO THE  
COTTON DENIM



# OUTFIT FOUR



ROPE  
CLOSURE

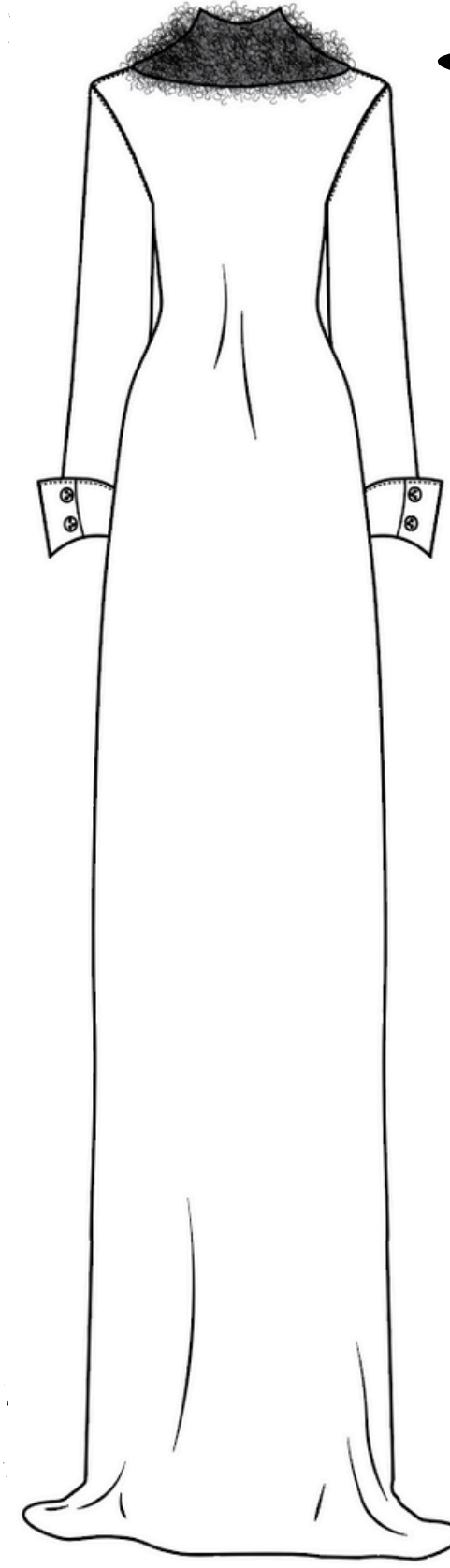


WOOL BOUCLE COLAR

BUTTONS

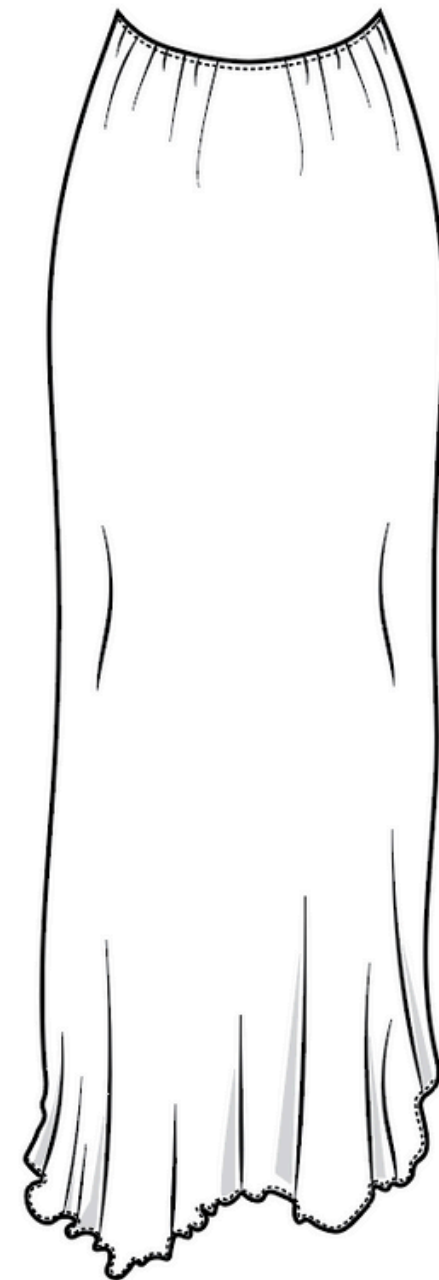
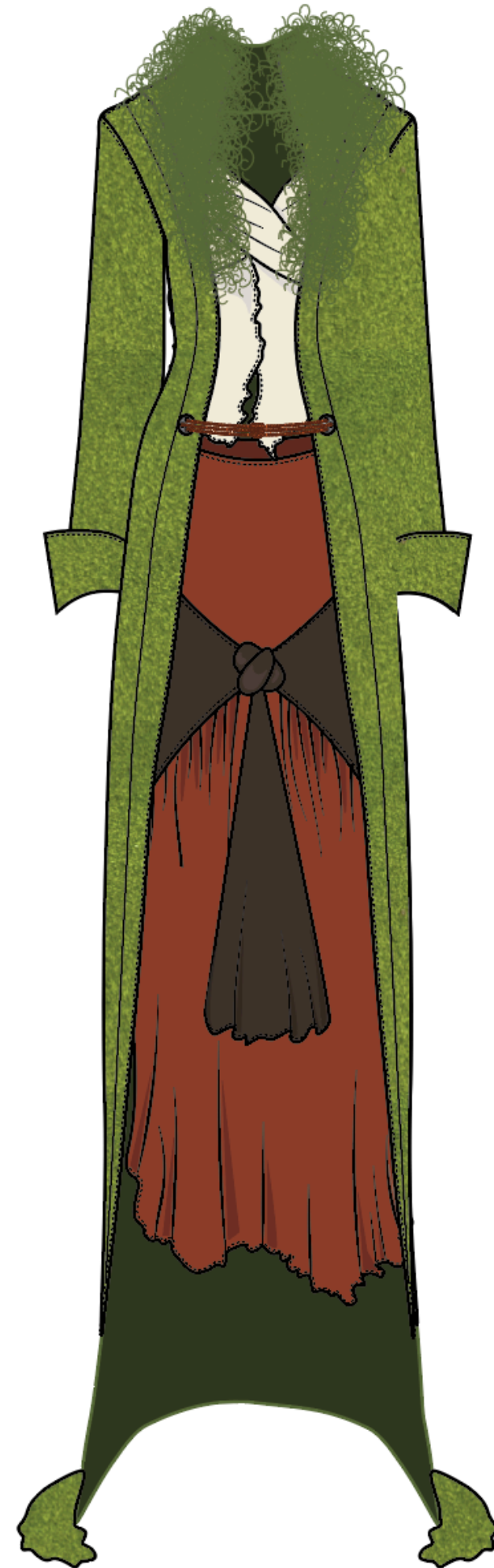
SUEDE COAT

DECORATIVE WHIP  
STITCHING AT SEAMS





# OUTFIT FOUR



COTTON DISTRESSED SKIRT



KNOTTED  
FABRIC



PLEATED

COTTON DISTRESSED SHIRT



# OUTFIT FIVE



FRINGE

## COTTON DISTRESSED SHAWL

LAYERS ATTACHED TO A BASE  
PIECE

FRINGE IS A COMBINATION OF A  
DISTRESSED COTTON HEM AND  
BOUCLE WOOL TRIM



FRENCH  
SEAMS

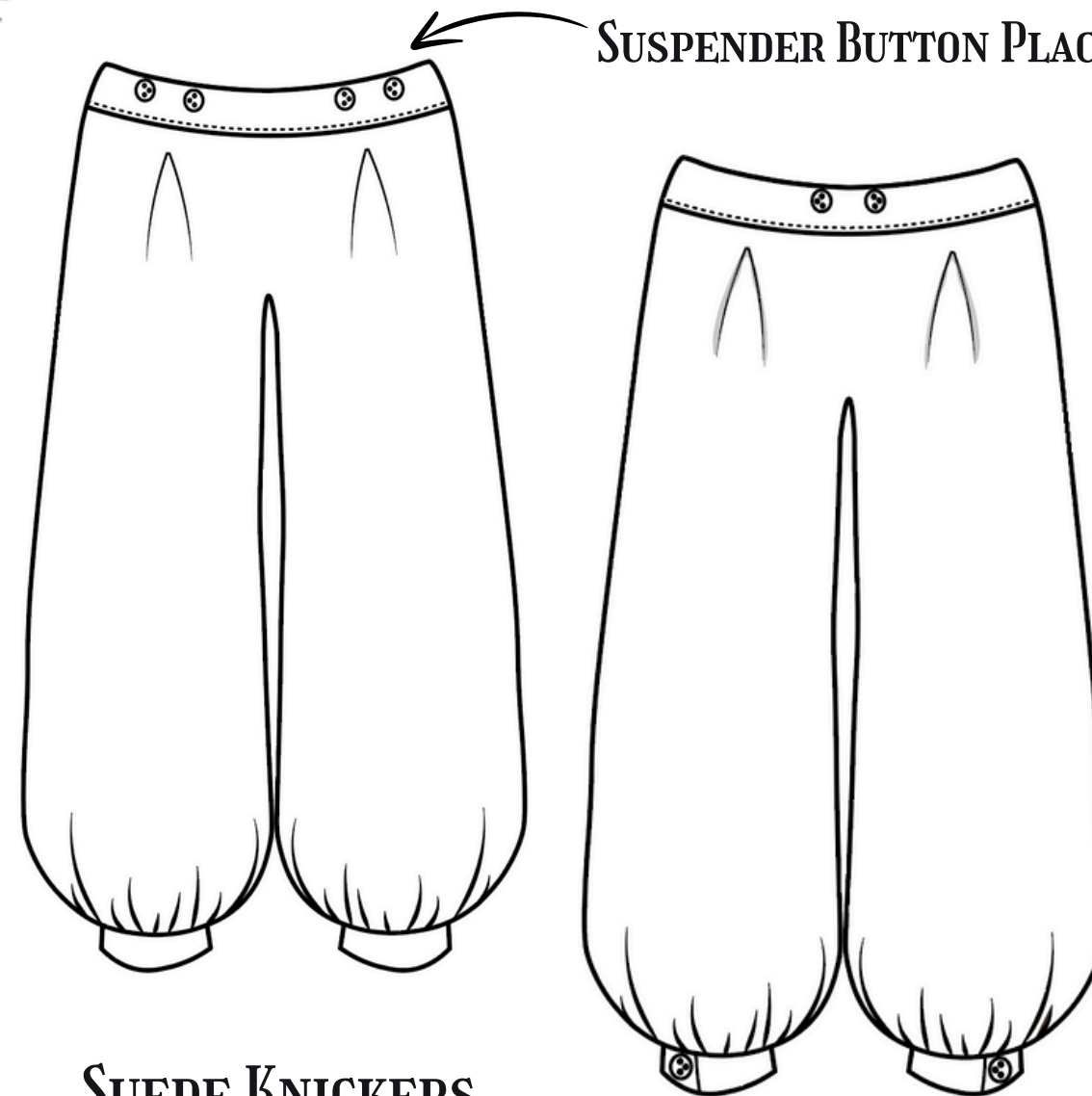


# OUTFIT FIVE

## NETTED-CORSET

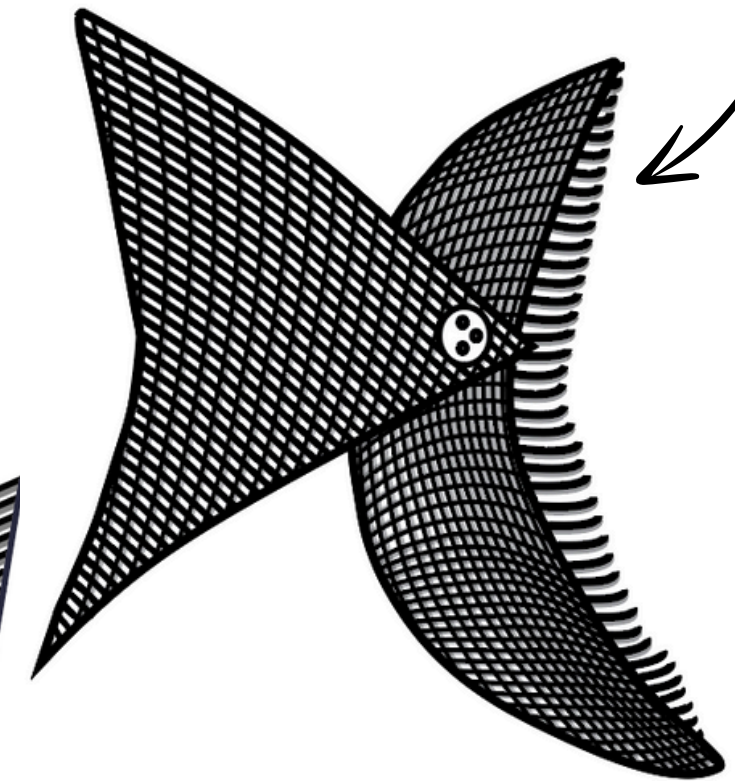
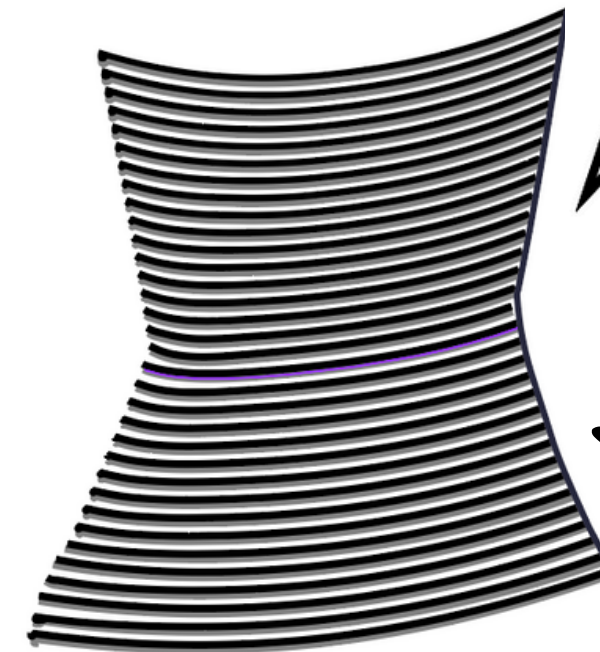
TWO PANELS ATTACHED  
WITH TWISTED ROPE.  
ROPE ATTACHES AT THE  
SIDES WITH HAND  
SEWING

NOT  
TAUT



## SUEDE KNICKERS

GATHERED AT THE ANKLE AND  
ATTACHED WITH FRENCH SEAMS





The image features a vintage-style 'Thank You' card. The background is a light beige color with a subtle, distressed texture. A decorative border in black ink runs along the edges, consisting of elegant swirls and leaf-like patterns. In the center, the words 'Thank You' are written in a large, bold, black serif font. Above and below the text are two horizontal decorative lines. Each line is flanked by small diamond-shaped ornaments and has a central floral or star-like motif. Large, flowing black flourishes are positioned above the top line and below the bottom line, adding a sense of grace and elegance to the design.

Thank You