



LANVIN

SINCE 1889

“ LUXURY SHOULD
BE SIMPLE ”

JEANNE LANVIN

**LA MAISON
LANVIN**

LA MAISON LANVIN



FOUNDED IN 1889

Founded in **1889** by **Jeanne Lanvin**, the Lanvin house is considered the oldest active **French fashion maison**. What began as a **small hat workshop** on rue du Faubourg Saint-Honoré soon became a symbol of **Parisian elegance and artisanal refinement**.

A PIONEER IN THE LUXURY LIFESTYLE

During the 20th century, Lanvin cemented its **prestige** not only in women's fashion, but also in **menswear, perfumes, and interior design**. Its holistic approach to luxury turned it into one of the **pioneering maisons in offering a complete lifestyle experience**.

HERITAGE, CREATIVITY & INNOVATION

Today, Lanvin combines its heritage with a **contemporary vision**, blending classic **sophistication with modernity**. With more than 130 years of history, the maison continues to be a **reference in French luxury**, recognized for its **tradition, creativity, and innovation**.

ICONIC EMBLEM

The Lanvin logo is one of the **most emblematic** in French fashion. Created in 1923 by the **artist Paul Iribe**, it represents Jeanne Lanvin and her daughter Marguerite holding hands, dressed for a ball.

This symbol was born from the mother-daughter bond that **inspired** much of **Jeanne's creations**, and it **reflects the values of the maison**: tenderness, femininity, elegance, and family heritage.

More than a graphic emblem, the logo is a **timeless icon** that connects the brand's history with its current identity, remaining a signature of luxury and Parisian tradition.



LANVIN
PARIS



LANVIN AND THE ART OF COLLABORATION

Throughout its history, Lanvin has collaborated with fashion, beauty, and culture brands, from **Acne Studios** to **Gallery Dept.** and **Carita**.

With **Lanvin Lab**, the maison invites artists such as **Future** to reinterpret its essence, and with the **House of Xclusive Lanvin**, it celebrates diversity and creativity.

These partnerships showcase its ability to merge **tradition and innovation**, maintaining its status as a benchmark of contemporary French luxury.



“Lanvin’s partnerships reflect its visionary spirit.”

Each collaboration is an opportunity to explore new creative territories, unite tradition with modernity, and expand the essence of French luxury toward innovative horizons.

LANVIN LAB X
FUTURE



LANVIN | GALLERY DEPT

ARTISTIC

LANVIN LAB X FUTURE (2023)

In November 2023, Lanvin launched **PLUTO**, the **first Lanvin Lab collection**, together with **rapper Future**. This innovative proposal combines Parisian heritage with the artist's creative vision, highlighting layered silhouettes, modern tailoring, and impactful accessories.

Symbols such as the eagle and the star, **graphic references to Lanvin**, along with the launch of the Curb 3.0 sneaker, shaped this collaboration, which Future defined as an experience born from life and shared inspiration.

LANVIN × HOUSE OF XCLUSIVE LANVIN (2020)

In September 2020, **Lanvin forged a historic alliance with the House of Xclusive Lanvin**, an influential name within ballroom culture—an artistic and social movement born in New York's African American and LGBTQ+ community during the 1960s.

The project debuted with the **short film "La Mère et l'Enfant"**, which **recreated classic ballroom** categories (Face, Fashion, Runway, Performance & Realness) and **evoked a mother-daughter tribute to Jeanne Lanvin's legacy and her iconic logo**.

LANDE



LANVIN x HOUSE OF XCLUSIVE
LANVIN



LANDE

LIFESTYLE

LANVIN X CARITA (2023)

Lanvin and Carita have shared a creative bond since 1952. In 2023, they renewed it with an exhibition at the **Maison de Beauté Carita** during Paris Fashion Week, celebrating their shared history and bringing haute couture closer to the public.

LANVIN X ARMAND-ALBERT RATEAU (1920)

In the 1920s, Jeanne Lanvin collaborated with designer **Armand-Albert Rateau** to create **Lanvin-Décoration**. Together, they developed interiors, furniture, and the **Arpège perfume bottle**, establishing Lanvin as a **pioneer in offering a full lifestyle experience beyond fashion**.



LANVIN X ARMAND-ALBERT
RATEAU

LANVIN LUXURY BEYOND FASHION

Just as Lanvin has elevated fashion through visionary collaborations, it now extends that same essence of luxury and refinement to new sensory experiences.

Its collections of gels and amenities embody the timeless elegance of the maison, bringing Lanvin's art of living to every detail—even within the world of hospitality.

More than products, they become symbols of everyday sophistication, designed to transform the ordinary into the extraordinary and offer each guest an experience marked by Lanvin's unmistakable signature.



“Lanvin: luxury lived in every detail.”

From fashion to hospitality, Lanvin brings its essence to gels and amenities that transform the everyday into an experience of refinement and timeless elegance.

ECO-SYSTEM COLLECTION

ALUMINIUM

