

Loewe– Taking over fashion through whimsy

If you've been on TikTok, Instagram, or any other social media keeping up with the latest fashion trends, there is no doubt you have seen the name Loewe. This Spanish fashion house has gotten lots of attention in the past months with its whimsical and almost childish approach to its latest collections.

Seeing Loewe's two most recent collections featuring menswear looks adorned with winged models, or its ready-to-wear collection having full outfits made of faux feathers, the shows seem like something out of a fairytale. This fairytale, however, had a rougher start– it's possibly akin to the story of Cinderella.

The rough start is due to LVHM's (Louis Vuitton Moët Hennessy) fruitless attempts to make the Spanish brand a global phenomenon. Yet their luck changed back in 2013 when Northern Irish creative Jonathan Anderson took over, who made the brand revered as "one of the most imaginative and experimental labels" (according to ELLE Magazine Australia).

As a testament to the fashion houses' newer fame, the creativity and innovation was broadcast for 113 million people to see front and center during the 2023 Super Bowl performance given by Rihanna. Loewe's celebrity clientele has only gone up recently as well, as it

takes the main stage of the fashion industry. With A-listers like Harry Styles, Zendaya, Emma Corrin, Timothee Chalamet, Hailey Bieber, and Kylie Jenner being seen sporting the brand it can also be said that their traction won't be stopping any time soon.