The Great Rebranding

The rebranding of heritage names has become something of a fashion trend recently, marking a new chapter for iconic brands that are undoubtedly plugging into youth culture. With Hedi Slimane's conversion of Yves Saint Laurent's ready-to-wear to Saint Laurent Paris, Loewe shedding its staid image and Celine's new minimalism courtesy of Phoebe Philo, the brands are combining past and present in a poetic marriage, symbolising what the future holds for the revered labels. The luxury labels undergoing a makeover have not only caused quite a stir, but have also become success stories.



There's no denying that Jonathan Anderson is one of the most talked-about fashion designers today. A former Prada window dresser, he studied menswear at the London College of Fashion and launched his eponymous line in 2008 to critical acclaim. His own label is now financed via minority investment from LVMH Group, which owns Loewe, where Anderson was installed as creative director in late 2013.

At a glance, Anderson and Loewe is not the most predictable match – a 168-year-old luxury house from Madrid, favoured by the Spanish royal family, and a 32-year-old London-based designer from Northern Ireland known for his radically gender-bending clothing. But wanting to evolve and expand, Loewe favoured contemporary in the hope that Anderson could transform the dormant house into a modern success story.

Not content with just creating a new aesthetic, Anderson spearheaded a complete reinvention and has put Loewe back on the radar, appealing to a new generation looking for a modern take on luxury by expertly infusing Loewe's classic styles with a bit of fun that has increased the brand's allure. His craft, innovation and unparalleled knowledge of leather, however, are very much in sync with the ingrained values of Loewe, a brand that has always kept a relatively low profile but that now has a new identity.

And from the moment Hedi Slimane took the creative reins at Yves Saint Laurent in March 2012, his every move has been closely monitored and widely discussed. In the fashion world, you don't get a more established name or